

THE COIN MACHINE REVIEW

*A National Magazine of the
« Coin Machine Industry »*



JUNE 6, 1937

Fastest money-makers IN THE COUNTER CLASS



NUGGET

A gold mine in SIX SQUARE INCHES OF SPACE! Operates like any 1000-hole, 5-cent Sales-Board (penny play optional). Has 3 SPINNING REELS, flashy 5-color front with gold coin seals! Guaranteed trouble-proof and cheat-proof mechanism. Adjustable! Order 10 to 25 NUGGETS . . . place them all in a single day . . . and collect \$10.00 to \$25.00 daily from each! WIRE YOUR JOBBER FOR QUICK DELIVERY.

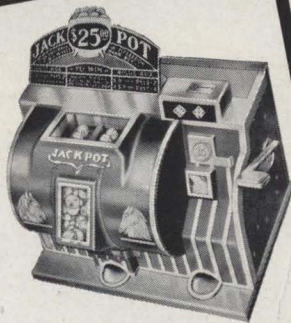
A gold mine in SIX SQUARE INCHES OF SPACE! Operates like any 1000-hole,

\$19.75

F. O. B. CHICAGO

RELIANCE PAYOUT DICE GAME

Duplicates every play known to regulation "craps" and with REAL DICE too! Earns up to \$50.00 daily on live locations. With JACK-POT, feature \$92.50 for Nickel Model (Quarter Model \$95.50), f.o.b. Chicago.



BALLY BABY

Give it only 6 in. by 5 in. counter space and watch it take in the coin. 3-WAY PLAY . . . Penny Cigarette Sale; Nickel-Dime-Quarter Trade Stimulator; 400-to-1 Odds "Numbers" Game . . . insures long life, steady profits. Thousands of BALLY BABIES from a year to sixteen months on location still earning \$10.00 and up day after day. COMPLETE with reels, etc. for 3 DIFFERENT GAMES . . . ONLY \$17.50, f.o.b. Chicago.



SUM-FUN

A new idea with magnetic appeal! Bright gold coins whirl 'round on the

3 reels . . . when 3 coins of same kind come up, player receives SUM of all three. For example, 3 dollar coins receive \$3.00, etc. Every spin "comes so close" players can't resist another try! Requires only 6 sq. in. counter space and earns upwards of \$10.00 a day. Order a sample SUM-FUN today!

\$19.75

F. O. B. CHICAGO

Bally

MANUFACTURING COMPANY

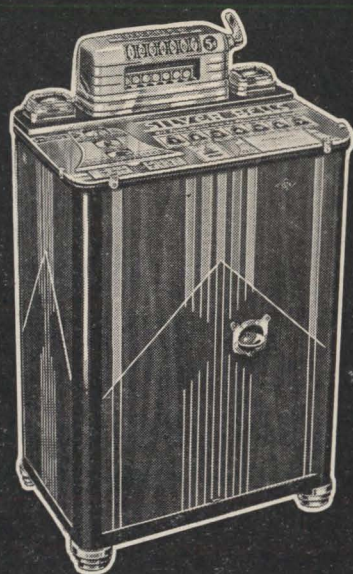
2640 BELMONT AVENUE • CHICAGO, ILLINOIS

EASTERN DISTRIBUTOR • JOHN A. FITZGIBBONS, 453 W. 47TH ST., NEW YORK, N. Y.



7 MACHINES IN ONE

the **SUPREME** *three*



SILVER BELLS

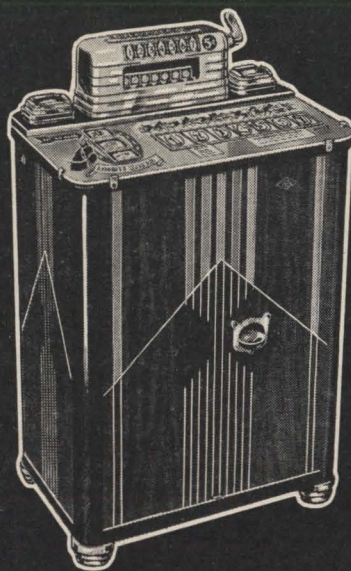
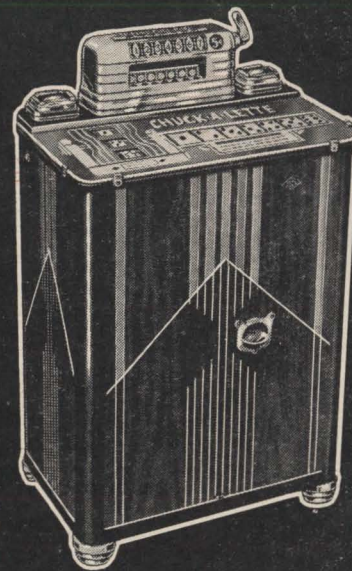


EXHIBIT RACES



CHUCK-A-LETTE

7 MACHINES
IN ONE

7 CAN PLAY
AT THE
SAME TIME

7 TIMES MORE
APPEAL

Here they are . . . the three SUPREME location attractions for BIG PLAY and BIG INTAKE. Don't let another day go by . . . without having these Exhibit HIGH SPEED MONEY-MAKERS on your live spots. ● REMEMBER—Each one is equal to any seven slots—or pay tables—7 CAN PLAY at one time . . . 7 COINS can be chucked in—every 30 seconds with each play when the crowd is around. ● Here you have the choice of proven, location favorites . . . SILVER BELLS—(Bells and Cherries) . . . EXHIBIT'S RACES, the speediest horse race game ever invented. Just 30 seconds from post to finish . . . CHUCK-A-LETTE—no different from the real game—only that it is entirely automatic in play and pay off. ● Can be had with TICKET VENDER or CHECK SEPARATOR at small extra charge. ● Consider your location wants NOW . . . SEE YOUR JOBBER TODAY . . . or write us at once . . .

7 SEPARATE
JACK POT
COMBINATIONS
(Excepting Chuck-A-Lette)

7 NICKELS
OR QUARTERS
AT A TIME

7 TIMES THE
PROFIT
FOR YOU

EXHIBIT SUPPLY CO., 4222-30 WEST LAKE STREET, CHICAGO, ILLINOIS

7 TIMES MORE PROFIT

COLUMBIA

A NEW WORLD

of operating possibilities opens to farsighted operators who explore the merits of Columbia.

Free from the shackles of tradition, Columbia was designed to fit modern operating needs. Already, its brilliant new mechanical principles have been demonstrated successfully on some 2500 Locations.

COLUMBIA changes slug-ridden territories into Eldorado; its wonderful slug elimination pays extra dividends which you never expected.



MEN OF VISION

have been quick to realize that Columbia has initiated an entirely new Era of Bell Machine Operation.

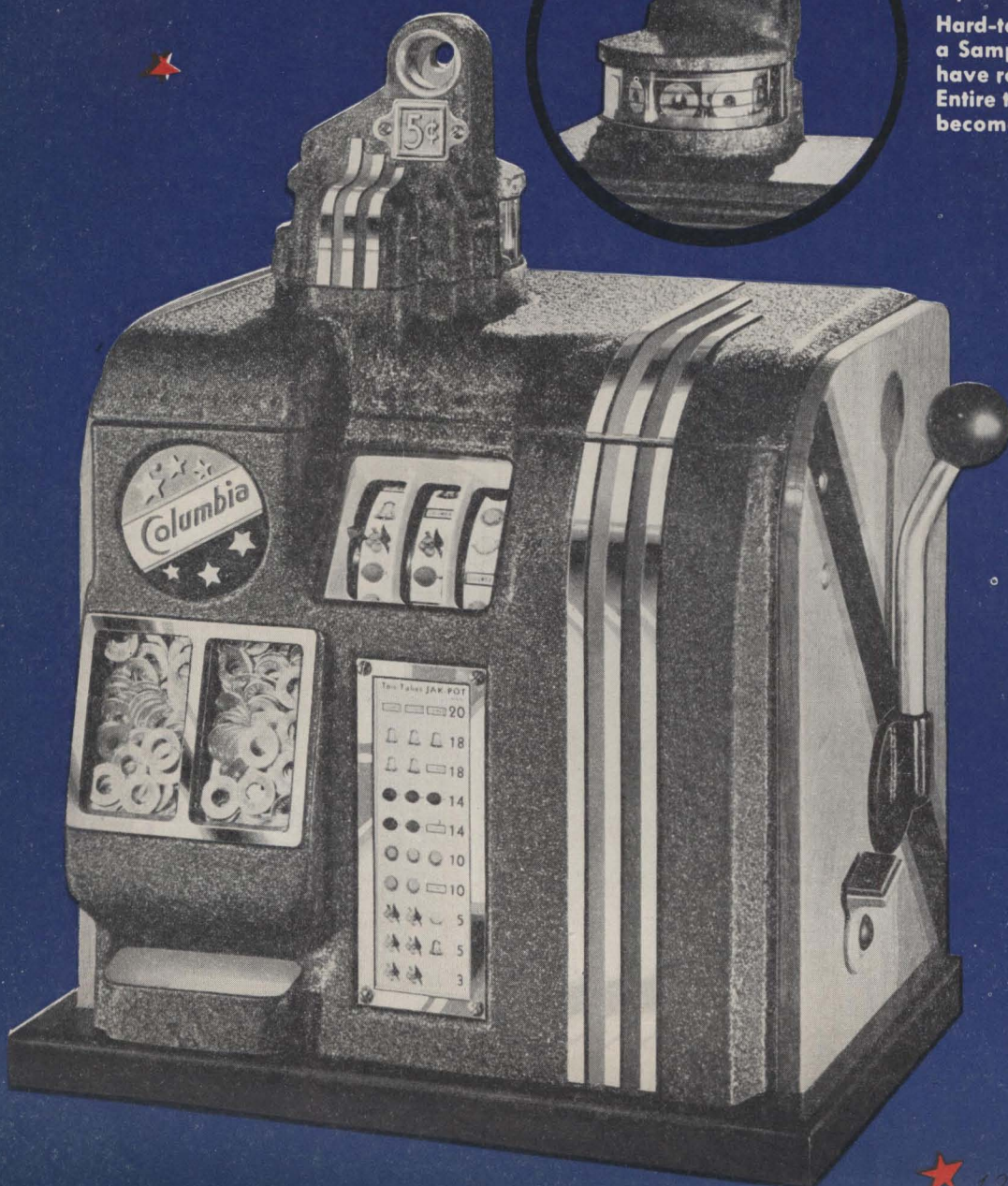
Hard-to-convince Operators who started with a Sample Columbia a few months ago, today have routes of eighteen thirty, fifty Columbias. Entire towns and a few good sized Cities have become exclusive "Columbia" territories.

This trend to Columbia has definite Reasons:

- (1) Columbia has amply demonstrated its great earning capacity; its ability to get the play side by side with any other Machine.
- (2) Compactness makes it ideal for operation in restricted territories; its silent operation is appreciated where discretion is necessary.
- (3) Columbia is a favorite with the public; easy playing action, fast spinning, lively reels, flashy jackpots get the customers lined up.
- (4) Only Columbia can be converted from Nickels to Quarters, Dimes or Pennies—right on Location.
- (5) Coins or tokens played last are paid out first, after having passed through visible escalator.

Now—Columbia can be supplied with extra wooden sub-base to fit all safes or loaded stands; only \$1.50 extra.

Satisfaction guaranteed or your money refunded.



GROETCHEN TOOL COMPANY

122 North Union Avenue, Chicago



Vacation Time Is SCALE TIME!

Looking for some good scale locations? Look around on your next trip to a vacation spot. Or ask your neighbor where he spends his vacation . . .

Then put some LoBoy scales in the back of your car or in your truck—and put them out where the public is these days. You can't miss!

ROCK-OLA LOBOY

is the only scale for vacation spots
... waterproof ... rust-proof ...
cheat-proof ... right size ... easy
to handle ... accurate ... de-
pendable ... perfect!

IMMEDIATE DELIVERIES

**Long Beach
Coin Machine
Exchange**
1628 East Anaheim
Long Beach, Calif.

Just a few left

Send in your order today for the 48-page booklet of snappy

CARTOONS BY BARBOUR

Thousands were sold at 25c per copy. We are clearing our shelves of the remaining stock and while they last, they're yours at

5c each

ONLY A FEW LEFT . . . SO HURRY!

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Coin Machine Review

1113 Venice Boulevard
Los Angeles, Calif.

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COVER DESIGNED BY ERNEST C. WILBUR

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Look! NOW YOU CAN GET
BALLY QUALITY
 IN A CONSOLE BELL MACHINE

Bally Bells

A TRIUMPH OF BEAUTY AND EARNING POWER

Now you get SUPER-BELL EARNING POWER and GUARANTEED GRIEFLESS PERFORMANCE in one and the same machine! BALL BELLS has all the appeal of old-time BELL-FRUIT SYMBOLS, plus marvelous flash of whirling lights . . . and profit-boosting DOUBLE COIN-CHUTE. They start with nickels . . . but soon graduate to quarters . . . and both coin-chutes are in play 85 out of 100 games by actual check-up on scores of locations!

You'll never believe a coin-machine could possibly take in the money like BALLY BELLS till you empty the cash-box and see it with your own eyes! Get your share of the big money by ordering BALLY BELLS today!



New "NO-GLARE" WHEEL DESIGN

Brilliantly colored bell-fruit symbols gleam bright and vivid against BLACK BACKGROUND. No annoying glare. No eye-strain. No confusion. BALLY BELLS has plenty of "come-hither" flash . . . yet the "No-Glare" Wheel is designed to be easy on the eyes, to encourage prolonged play.

Available for
 Nickel and Quarter Play.
 Two Quarters Play
 Two Nickels Play.
WRITE FOR PRICE



The FAVORITE RACE TRACK CONSOLE

NINE FAMOUS PURSE-WINNERS on a circle track sparkling with lights! And while the "ponies" go 'round and 'round, the Odds-Wheel whirls . . . CHANGING ODDS completely for every race! Nine selections . . . nine coins per game . . . NINE TIMES GREATER PROFITS FOR YOU! Extremely FAST PLAY and DAILY DOUBLE JACK-POT feature insures record-smashing collections and long-life on location. All electric, guaranteed trouble-proof, available in Nickel or Quarter Play Models. Get back on Easy Street with a route of Bally's FAVORITE!

**WRITE
 for
 PRICE**

12-COIN ESCALATORS

Both coin-chutes are A.B.T. No. 400 and show last 12 coins played.

BY BALLY! That means more expensive materials, better workmanship . . . smoother performance, increased earning power, longer life, and, finally, highest re-sale value! Get more for your money. **BUY BALLY!**

BALLY MFG. CO.
 2640 BELMONT AVENUE
 CHICAGO, ILLINOIS

John A. Fitzgibbons - Eastern Distributor - 453 W. 47th St., New York, N. Y.

**DAILY
 DOUBLE
 JACK POT FEATURE**
*insures constant
 repeat play*

There's no **ANTI-TILT** on this one

HABITUAL pin game players—if they can get away with it—have one vice. They love to shake the machine to make the marbles land where they will count most. Generally they can't get away with it because a light flashes on and the game says "Tilted." Then there's no joy in winning because there is no award.

CAPITALIZE ON HABIT

That habit can be put to excellent use with the new counter game called JUGGLE JUG. Players using this device not only have the privilege of tilting it, but unless they do they aren't apt to win.

PRINCIPLE SIMPLE

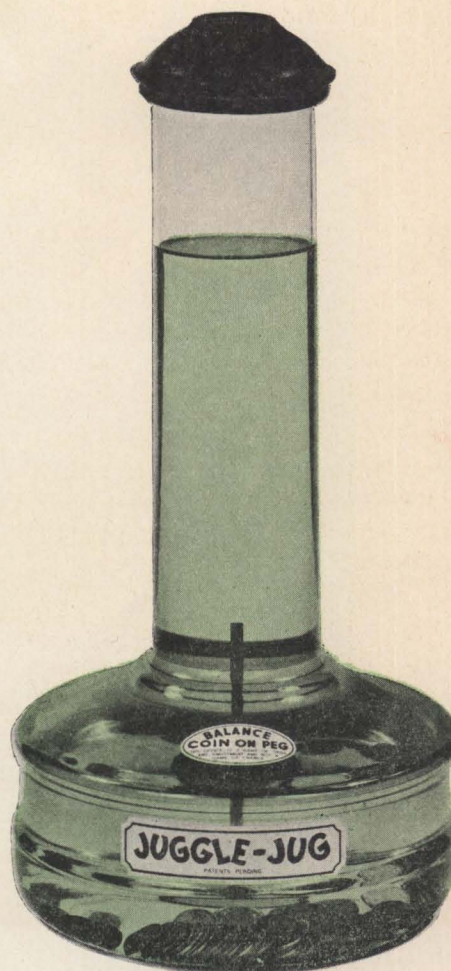
The principle is simple. The game (shown at right) consists of a slotted, rubber-capped long-necked jar with round wide base. Inside is a heavy green liquid that lets coins dropped in fall slowly toward the bottom. Inside, too, at the base, is an upright peg. The player drops his coin, picks up the jug and, remembering the game's name, juggles it so that the coin balances on the peg. It's by no means impossible to do the trick, and some players on test locations have become so expert that they can balance two or three coins on the peg, one on top of the other.

RETURNS PROFITABLE

On actual test, one JUGGLE JUG, on the poorest location, showed a return of \$4.85 in pennies in 10 days. The best location, in 14 days, returned \$19.70 in pennies. Since JUGGLE JUG is purely a game of skill and amusement, no awards were given, and none are necessary.

SERVICING EASY

Servicing is simple: All that is required is a pail and a screen. The pail catches the fluid as it is emptied out, the screen catches the coins. Run a little water over the coins, give the location owner his share of them, return the fluid to the jar, replace the cap, and away you go with a nice and regular profit.



7

Catch the summer trade. **ORDER NOW!** Be **FIRST** in your territory to get the profits from operating JUGGLE JARS.

Sample JUGGLE JAR.....\$12.50
Lots of 10 or more,
each.....**\$1000**

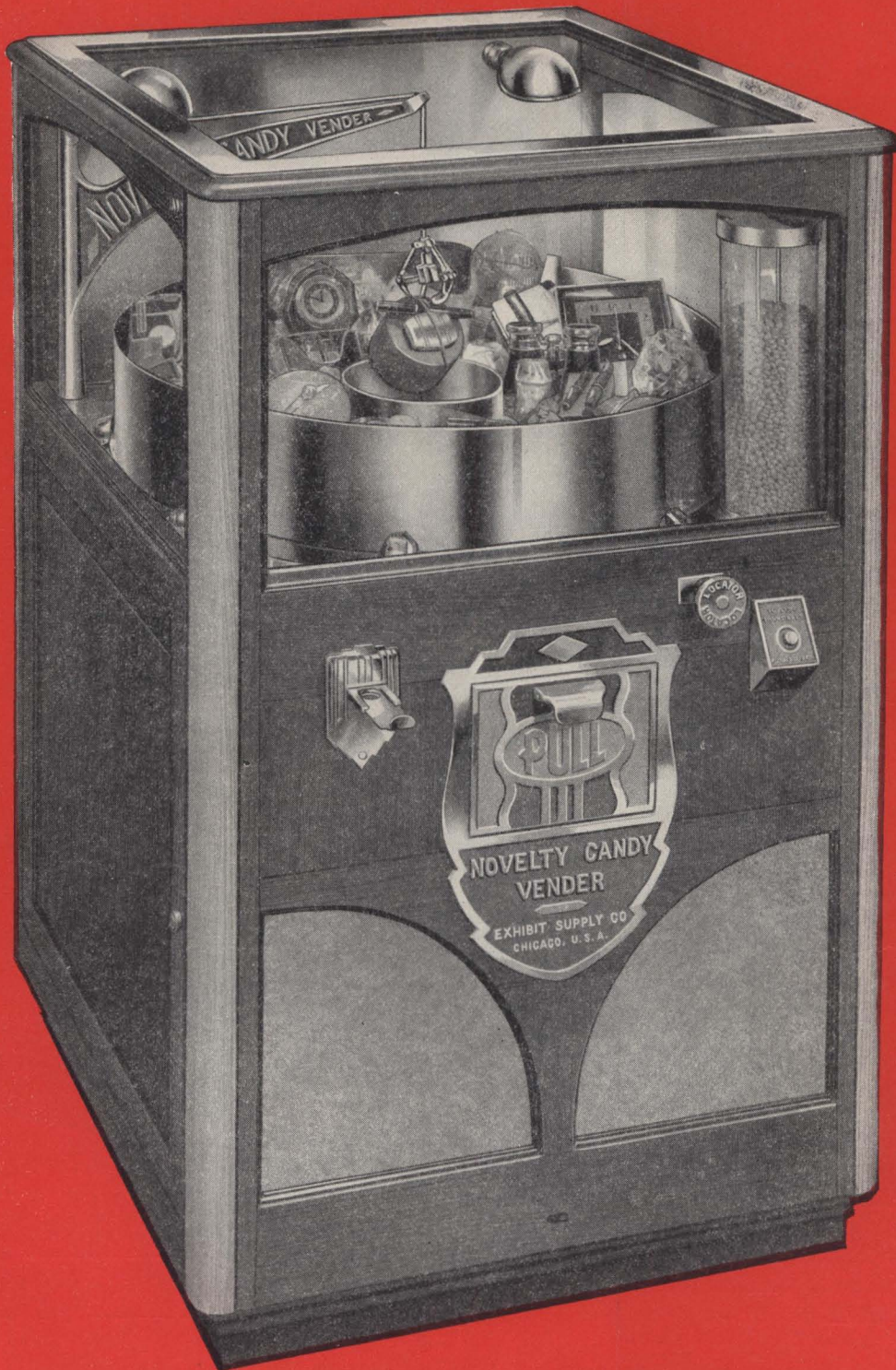
JUGGLE JUG SALES CO.

4354 South Hoover Street

Los Angeles, California

Phone ADams 3777

*BUY the Original . . .
from the ORIGINATOR*



**Exhibit's
NOVELTY
CANDY
VENDER**

EXHIBIT
OWNS ALL
MAJOR
PATENTS
ON THIS
TYPE OF
EQUIPMENT

MAKE YOUR INVESTMENT WORTH WHILE

. . GET THE BEST . . . DEMAND EXHIBIT

EXHIBIT'S

NOVELTY CANDY VENDER

BUILT BY THE PIONEERS OF

NOVELTY MERCHANDISE VENDING MACHINES

PROGRESSIVE OPERATORS are looking FORWARD — TOWARD a new and sure way to certainty with PERMANENT LOCATION APPEAL.

SWIFT PROGRESS—is being made today—by alert operators of short life games—TOWARD a new and better way—TOWARD a sound—lasting operating business.

Exhibit has given impetus to this movement by conceiving the NOVELTY CANDY VENDER.

EXHIBIT—pioneers of the original rotating merchandising machines—now brings you the NOVELTY CANDY VENDER with every exclusive engineering feature for modern mechanical efficiency—that only vast experience and resources could ever produce. No imitation or substitute of this type of equipment can offer you the important exclusive patented features—that makes a novelty merchandise vending machine a successful investment. You are entitled to the best—so why be satisfied with less.

Everywhere—operators are setting up this modern Exhibit Creation on many locations—making big money earning spots out of each one of them. Eventually, you will see this modern yearly income producer on the job right in your own territory. Wide-awake operators are rapidly becoming aware of this fact and are now investigating the greater opportunities offered to them with Exhibit's NOVELTY CANDY VENDER.

It embodies the most magnificent example of eye appealing beauty to please all locations. Its attractive appearance adds a note of distinction to any surroundings wherever it is on the job.

Just a new change in merchandise brings players back again, and again, to keep it a busy, steady income producer for you, for years to come.

Consider now, this new and better way in the coin operating field. Take advantage of the spots you now command. Decide now to fall in line with the most successful operators and hold the big profitable locations in your territory.

Install a Novelty Candy Vender on each of them.

Your opportune moment is here now.

Do something about it.

Write us for full details at once.

EXHIBIT SUPPLY COMPANY

4222-30 WEST LAKE STREET • CHICAGO

West Coast Factory Sales Representative

AL GUSTAFSON . . . 100 ELLIOTT AVE., W. SEATTLE, WASH.

EVERYBODY PLAYS THE NEW FAVORITE



LATONIA

*Horses Actually Travel Around Track!
Sound Effects Like Horses Hooves!*

It's Derby Day, and the Grand National all wrapped up in one when LATONIA is on your floor! The first nickel gets 'em . . . then they can't stop. Five balls at once! Horses actually travel around the track, sound of hoof beats and the FAST speed of play keeps the whole crowd in a "can't get away" mood.

That spells a big Payoff for you . . . isn't that what you want?

Then get LATONIA! It's another Stoner sensation . . . smart, snappy and sturdy. Pays odds up to 40 to 1 . . . players go for that, and your winnings are p-l-e-n-t-y! Get LATONIA now . . . order it TODAY!

Bumper type combination payout and ticket unit.

Visible coin chute. Size: 24x52. Mirrored infield reflects players' faces.

STONER DISTRIBUTORS

ADVANCE AUTOMATIC SALES CO.
1021 Golden Gate Avenue, San Francisco

IRVING BROMBERG
1481 Washington Boulevard, Los Angeles

WESTERN DISTRIBUTORS, INC.
3126 Elliott Avenue, Seattle, Wash.



\$162⁵⁰

**ELECTROPAK
EQUIPPED**

STONER

CORPORATION

Need for Coast Show Told

By WILLIAM NATHANSON

THE READERS of the COIN MACHINE REVIEW are probably familiar with the story about the Chinese young man who talked for a half hour or so, and when his long speech was translated into English it meant just two words: "Very good." I have long wanted to write a few lines concerning Paul W. Blackford's activities on the West Coast as editor of this magazine and leader in the amusement machine industry. So, if you readers will consider me in the category of the Oriental gentleman I mention, and bear with me, I will do my best.

Some of you have had the pleasure of meeting Mr. Blackford on many occasions. You already know that he is a gifted orator and a capable writer. If it were his ambition to embark on a political career, to run for public office, I could assure you all that he is "a good family man, a good church man, is always ready to kiss your daughters—if they are of age, good-looking, and modern," and so on. However, this story is not really meant to be funny, since, seriously speaking, Mr. Blackford's job is not a small one, as those who work with him and are close to him, can testify.

In 1932 I had the pleasure of first meeting Mr. Blackford. At that time the coin machine business on the West Coast, and particularly in Los Angeles, was in its infancy. (I am referring to pin and marble games.) The local jobbers and distributors found it almost impossible to conduct their business successfully without the aid of a local publication. The question arose as to who would be the one to pioneer with us in the creation of such a magazine.

I can recall my several meetings with Lou Wolcher, actually begging him to undertake the task of establishing such a publication on the West Coast. His answer was: "Bill, while we do need this magazine, it is a question of losing money and time, and I, for one, cannot neglect my business. It is a full-time job for a good man."

Sol Gottlieb then came to the aid of the situation. He is really the man who deserves the credit, since it was through his influence that Mr. Blackford consented to put his time, money and effort into creating and establishing the PACIFIC COIN MACHINE REVIEW, a monthly periodical of which we have all become proud, and which is now known, simply, as the COIN MACHINE REVIEW.

It is only natural that all activity pertaining to the coin machine business centers around a publication that is devoted to the daily problems of the trade. Therefore the editor of our magazine acquired one more duty to perform, and that was to organize a yearly Show on the West Coast for the exhibition of new equipment. Such a Show is held annually in Chicago, of course, but we are several thousand miles away from Chicago, center of the coin-controlled equipment business, and thousands of West Coast operators cannot attend that exhibit.

Mr. Blackford again demonstrated his ability as a leader and gave us at least three such opportunities for our own exhibits in Los Angeles. The first was held in March, 1934, at the Clark Hotel, the second at the Ambassador in September,

1935, and the third at the Cafe de Paree in September, 1936.

It is general opinion, regardless of the field of endeavor, that when a man is active in some movement he has a selfish motive. What is meant by the phrase "selfish motive" generally means that the individual will derive some financial benefit. This rule does not apply in Mr. Blackford's case. Men who really know the facts will tell you that Mr. Blackford has lost several thousands of dollars of his own money in creating and giving us the yearly exhibits.

While the opportunity presents itself, I would like, personally, to emphasize to the jobbers, distributors, manufacturers, and to the trade in general, that we on the West Coast need a yearly exhibit a great deal more than operators in the Middle West, and manufacturers and distributors can derive much benefit from such an undertaking.

I can cite a good many cases where manufacturers and distributors have actually benefited from previous Shows held here in Los Angeles. At the first Show, Mohr



William Nathanson
(In his youth)

Brothers of Los Angeles, who were distributors for Rock-Ola at that time, sold several carloads of the Rock-Ola World Series game in the short period of three days. It was at this Show that the first Paces Races was exhibited, and later on recognized as a record money-maker for the trade. At the same Show the writer had displayed the Forward Pass, a new model marble game, and the orders he received amounted to several hundred for local use, and resulted in a development where the writer had to go to Chicago and manufacture the same model for Middle Western deliveries for several months.

The first Show was a tremendous success, not only in material gain where merchandise was displayed and sold, but also in the fact that operators from the entire West Coast flocked in to make the personal acquaintance of jobbers and distributors and fellow-operators. It ended with a celebration where everyone was joyful and happy.

But here is the story. If one is successful there is usually someone to envy his success. In this case, immediately a group was formed to oppose another exhibition on the West Coast. Was their motive prompted by a good reason? We on the Coast know it was not. The movement was

started by a Middle Western man who, thanks to destiny, is no longer a "big shot." But while he was "in power" he did the Coast men a great deal of harm with the propaganda which built up his following. When Mr. Blackford organized the second Show at the Ambassador Hotel, the majority of Eastern manufacturers did not display their merchandise, to their own disadvantage.

It was at this second Show that Rube Gross of Seattle displayed his Torpedo game and sold more than 1,200 of them for delivery in the City of Los Angeles alone. This gathering also set an all-time record for phonograph manufacturers who displayed their phonographs, either directly or through their representatives. Those who are interested may ask Mr. Capehart, of the Rudolph Wurlitzer Co. They will be astonished to know of the results he obtained through the good-will he established with local operators at the second exhibit.

While space does not permit the citing of details, the writer remembers one occasion where Lou Wolcher came in for just a few days. He had no time to make a merchandise display, but with just a notebook and pencil he booked orders for several thousand dollars.

I, for one, want to call to the attention of our local distributors the fact that we would serve our trade and the factories in the East one thousand per cent more efficiently if we cooperate to organize a yearly gathering of Western operators to display new models under one roof, that is, to have a Coin Machine Show on the Coast.

To leading manufacturers in the East, I would like to point out that while they necessarily spend thousands of dollars in displaying their merchandise at the Show in Chicago, they would actually have to undergo no expense if they would extend us the benefit of their cooperation in having a yearly exhibit on the Coast.

At the present time the factories are represented by the following pioneers and men who know their business: First, there is Lou Wolcher, with his wonderful Western organization. He is surely capable of representing the manufacturers in a way that will give no occasion for complaint. Second, there is Jack Moore, who has a record that speaks for itself in representing and distributing coin-controlled equipment on the West Coast. Third, Al Gustafson, known throughout the country as the best crane salesman there is. Gustafson is at this time, as always, active in the West. There is Bill Canaan, who specializes in and has made such a marked success with the sale of merchandise vendors. There is Bob Stark, who has succeeded Jack McClelland in the distribution of Rock-Ola phonographs. There is Bill Simmons, who so successfully represents Wurlitzer on the Pacific slope. There are many others.

As already mentioned, we on the West Coast need a yearly gathering for operators for the benefit of all concerned. Our next Show will be held in Los Angeles in the near future. I make this statement not of my own accord, but from the conversations I have had with almost every one of the leading distributors in this part of the country.

We need this gathering once each year for one more reason. Operators, at least in the State of California, recognize the value of being organized as a group for betterment of the trade. I have travelled a good deal and have met many operators outside of Los Angeles who express the

(See COAST SHOW on page 14)

PHONOGRAPH HEADQUARTERS

Where the West's Prominent Music Operators BUY, SELL and EXCHANGE

STOCK ON HAND

for immediate delivery

**WURLITZER
PHONOGRAPHS and
SKEEBALLS**

Only \$49.50 down on very liberal contract.

*We Can Make Prompt
Deliveries On*

**AUTO DERBY
RUNNING WILD
CROSS LINE
SENSATION
MERCURY
MYSTIC**

WANTED FOR CASH

or trade-in

P12's (1935)

**or any other Wurlitzer
Phonographs**

SLOT MACHINES

Mills Blue Fronts
Mills Double Jackpot
Escalators

**LIKE NEW
at
BARGAIN PRICES**

TERRITORY FORCED TO CLOSE OUT We offer ROTARY MERCHANDISERS

Late Models, Like New
While they last.....\$75.00
F.O.B. Los Angeles

STOCK ON HAND
For Immediate Delivery

**NEW and USED
PHONOGRAPHS
SKEEBALLS and
BOWLING ALLEYS
All Makes**

High Fidelity Sound System

FOR AUTOMATIC PHONOGRAPHS

R. O. Stowe, well-known in the moving picture industry as an expert sound technician, who has, incidentally, a heavy investment in the operation of Wurlitzer Phonographs, has developed and adapted for his own use a High Fidelity Sound System for automatic music machines.

This gentleman reports to us that he has found that this unit, when attached to his phonographs, has doubled his revenue, and with his permission we are now offering the High Fidelity Sound System to operators at an almost unbelievably low price.

Price on the stand model, installed.....\$24.50

Not installed, including wire, relays, batteries,
and all necessary equipment for attachment.... 19.50

Price on the table model, installed..... 22.50

Not installed, including wire, relays, batteries,
and all necessary equipment for attachment.... 17.50

Order sample now and watch your income rise by making it possible for your customers and crooners on your locations to sing with Bing Crosby in a duet or to demonstrate that they can do even better by themselves.

The High Fidelity Sound System can also be used for singing in public or for speaking to audiences, if so desired. This unit will help you operators to obtain the very best locations for their equipment with the aid of its attractive and necessary features.

Any other information desired will be furnished in full detail if requested by mail.

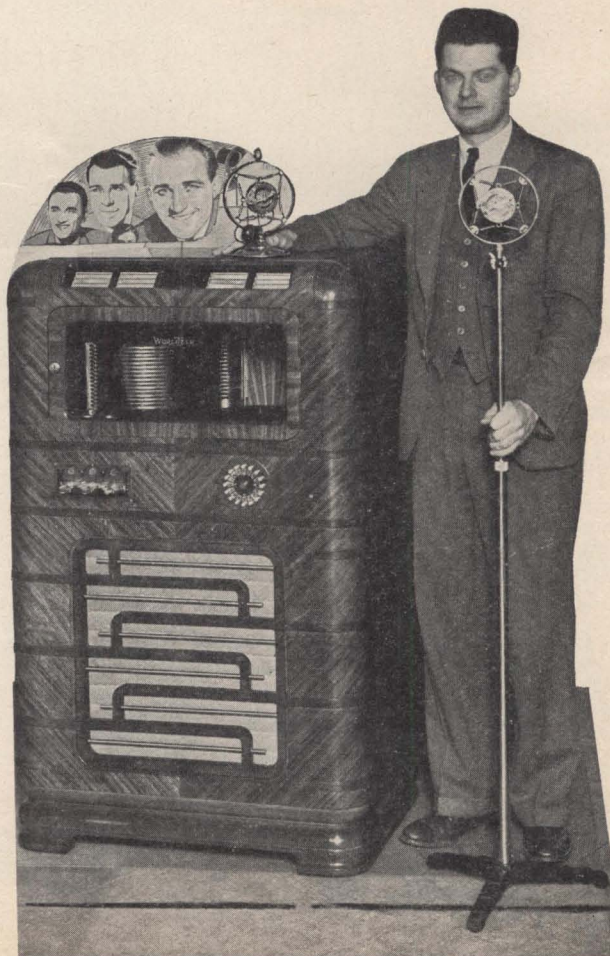
L.A. Games Company

(WM. NATHANSON)

2833 W. Pico Street

Los Angeles, Calif.

PArkway 9191



HITA-50



"HITA-50 Unit has more than doubled my income on five bowling alleys."

O. H. PRESHER,
4258 Euclid Ave.,
San Diego, Calif.

*A Proven Accessory to
Boost the Play On Every
Type of Bowling Game.
Actual Tests Show 50%
Profit Increases.*

"I installed HITA-50 on three Wurlitzer Skee Balls, 2 Bank Rolls and 2 Bowlettes and find that all of these bowling alleys have almost doubled my income with the HITA-50 Unit."

JOE FRIEZE,
4971 Narragansett,
Ocean Beach, Calif.



HITA-50 is equipped with a VEEDER COUNTER that registers automatically the awards

made to players. Operators have full control as to the number of prizes given.



20 inches wide.
14 inches high.
7 inches deep.

Can be installed in 10 minutes on any bowling machine such as SKEE BALL, BANK ROLL, BALLY ROLL, ROLA-Score, BOWLETTE and others.

TIME TESTED

HITA-50 has been TIME-TESTED on several different types of alleys. Each showed an increase in play and revenue amounting to MORE THAN 50 PER CENT!!!

Modernistic, flashy colors makes this accessory harmonize with the finish of any machine. Human figures attract attention.

Operators once trying it report that they would gladly pay \$150.00 for it if it were not available for less.

FOR SALE AT ALL LEADING JOBBERS

CLASS OF SERVICE DESIRED		100-A	
COMMERCIAL	CABLE	CHECK	
TELEGRAM	FULL RATE	ACCTG INFM.	
DAY LETTER	DEFERRED	TIME FILED	
NIGHT MESSAGE	NIGHT LETTER		
NIGHT LETTER	DAY LETTER		
Patrons should check class of service desired; otherwise message will be transmitted as a full-rate communication.			

Send the following message, subject to the terms on back hereof, which are hereby agreed to

1937 JUNE 6 PM 5 13

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L A GAMES CO-
2833 WEST PICO ST LOSA

YOUR SAMPLE HITA FIFTY MET WITH ENTHUSIASM HERE BY OPERATORS OF
BOWLING ALLEYS SEND IMMEDIATELY ALL YOU CAN POSSIBLY SPARE TO MY
FOLLOWING BRANCHES SEATTLE PORTLAND SAN FRANCISCO
LOS ANGELES AND SALT LAKE CITY BEST REGARDS
LOUIS WOLCHER

WESTERN UNION GIFT ORDERS ARE APPROPRIATE GIFTS FOR ALL OCCASIONS

WESTERN
UNION

R. B. WHITE
NEWCOMB CARLTON
J. C. WILLEVER

PRICE **\$27.50** F.O.B. Los Angeles
25% Deposit With Order

Some Territory Open for
Exclusive Distributors.
WRITE, WIRE or PHONE

L. A. GAMES COMPANY

(WM. NATHANSON)

2833 W. Pico St.

Parkway 9191

Los Angeles, Calif.

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.

Mark Time

parking meter has innovations.

CHICAGO.—Built like a skyscraper for strength, the new Mark Time parking meter, handled by Ellman and Zuckerman, presents a number of innovations in the use of devices for traffic control. Its rectangular post is one continuous steel column—concrete-filled—four and one-half feet high, embedded in concrete eight inches below sidewalk level. At bumper-height, the post will withstand a pressure of 8,350 pounds, three times the weight of the average car.

Exclusive of the timer unit, the meter has only three moving parts, thus assuring trouble-free operation in contrast with meters having 20, 30 and even 60 moving parts. Its timer has been adopted by such firms as General Electric, Maytag and American Stove Co. for use in their products. Its escapement principle is unique.

Messrs. Ellman and Zuckerman claim that the device would prove profitable to any coin machine jobber handling it, and they will supply complete details and information on request.

Multiple Multiplies

—pays out 180 to 1.

ST. LOUIS. (RC)—Not so long ago a Bally Multiple went haywire and lived up to its name. Fortunately someone was looking and interfered with the idiotic action of the machine. But this is the story: in some location the Multiple was to pay out 20 cents, but it did not stop there. It wanted to live up to its name and so multiplied its payouts at an alarming rate. By the time the merchant nosed out the situation the machine had paid out the whole tube of chips, somewhere around \$9.00. He approached to investigate and found that someone was getting something for nothing.

"What are you supposed to get?" he asked the player.

"Twenty cents."

"Well, that's all you will get, then. Hand back the other chips!" Discretion being the better part of valor, the player handed back all that was not coming to him. And the merchant certainly is one who is playing fair with the owner of the Multiple.

MR. OPERATOR

Use our high grade charms and novelties in your Master and Northwestern vendors and notice the difference in the play. We are pioneer dealers in this class of merchandise.

Assorted Ivor-ette Colored Animal Charms, per gross.....\$0.85

Gold Finish Metal Assorted Charms, per gross..... .65

Puzzle Boxes (new number), gross.. 1.00

Dice Boxes, gross..... 1.00

Selected Lead Toy Mix, per 1,000.. 1.75

Write for prices on Ball Gum, Salted Peanuts, Rainbow Nuts, Boston Baked Beans and other vending machine items.

TERMS—CASH

Shipments Prepaid on Orders Amounting to \$10.00 or More

**A. H. SIMPSON
SALES COMPANY**

Established 1917

90 Folsom St. San Francisco, Calif.

California Amusement Machine Operators' Association

Executive Secretary—CHARLES CRADICK.
Address all communications to 417 South Hill Street, Los Angeles.

"The monkeys came down out of the legislative jungles and headed for home." That comment by the Los Angeles Times, in connection with the recent adjournment of the California State Legislature, was the starting point for an address by Camoa's Executive Secretary Charles Cradick at the last meeting of the Association, held Tuesday night, June 1, at the Cafe de Paree.

Cradick indicated that the just-closed session had been a very expensive one for a great many business men throughout the State. While coin machine operators were fortunate in receiving no new restrictions in the way of adverse legislation, the speaker outlined, from his own viewpoint, the things operators might expect two years from now in the way of legislation unless they begin now to prepare for proper representation at future sessions. Inspiring as always, Cradick held his listeners, sent them away with something concrete to think about.

Resignation of Mac Mohr as a member of the board of directors of the Association was heard, and accepted with a word of appreciation for his services and interest. Succeeding him was Vern Briggs, four years an operator of pin games in Los Angeles, and prior to that an operator of slots and scales, part of the time with L. H. Stark.

Games approved at an afternoon session were: Genco's Auto-Derby; Chicago Coin's Sensation; Pamco's Mystic; Bally's Mercury, and Stoner's Ball Fun. These were accepted for operation in the city of Los Angeles, in addition to games previously approved, for a period of thirty days.

The business session followed the customary monthly dinner. A floor show that met with the entire approval of the Association's membership followed the meeting. As a concluding item, three drawings were held for cash prizes. Winners, the first two of them three-time winners, were Murray Hofberg, Morgan Edict and Sam Jaffe.

Almost as an afterthought, someone remembered a Mexican knife, pickax- and kitchen stove-throwing act which had been a part of the floor show, decided it would be a good way to initiate Briggs as a director. They stood him up against the board where the pretty girl had stood, then, seeing that he was apparently gamely determined to go through with the thing, they settled down and threw—nothing—adjourning, instead, to the bar for a spot of liquid refreshment.



"He didn't beat me much . . . only enough for the divorce."

No Duds

in college boy's route.

CLEVELAND. (RC)—Every route has a couple of duds, and every operator in the world is aware of the fact. That is, every one but one. Max Wasser's route is that rare exception and the manner in which he built it is worth noting.

He got the route together while he was going through college, and never bothered to look for spots. He had a few hundred dollars put away and offered to pay top prices for any really good spot of any nature! Well, to make a long story short, operating men are quite human. And quite often they run short of money. And they need some ready cash in a hurry.

That's where Wasser stepped in, and for that matter, still does today. He would pay any price for a really good location, even if it meant more than the value of a new machine. In the beginning he bought only vending machines, paying as much as \$25 for a single one. Naturally an operator could hardly refuse to sell, especially if he was in need. And Wasser, looking only to the future, when he would be out of college, has profited thereby.

Though he paid prices that would make a banker on a spree seem cheap, he does business in black ink. The secret is merely the fact that he never paid such an amount that the machine wouldn't bring it back in a year. And so he's still buying locations, of any type, and any kind. He won't take anything but the best, and he pays the best prices. He's not quite through with college, so there's still time for him to change his mind about civil engineering—and end up coin machining!

Great Activity

attributed to Model "K" phonograph.

CHICAGO.—Constant activity has always been the rule, rather than the exception, at the huge Seeburg plant here, but the busy hum of men from every department that has characterized the day and night bustle at the factory is considered worthy of public comment, according to H. E. Roberts, Seeburg sales manager.

"It is with no little pride that we attribute our exceptional activity to our model 'K' Melody King. Music operators cannot seem to get enough of these instruments, and repeated carload shipments to all our distributors have proved insufficient to meet the demand," Roberts declares. "Although we did expect unanimous acceptance of the instrument, just as operators have always accepted Seeburg releases, we are highly gratified to learn that Melody King, Model 'K,' has taken first place in the affections of every music operator and every location patron."

COAST SHOW

(Concluded from page 11)

opinion that it would be to the benefit of everyone if we had a State-wide association.

Again, Mr. Blackford has no small job on his hands, for he is one of the leading figures who is working night and day to bring about such an organization. Whether we have a full exhibition of equipment, or just a banquet, one thing is sure: At this next gathering in Los Angeles the question of a State organization for operators will come up. With malice toward none, and with friendship toward all, and the good of the entire industry at heart, I sincerely hope this is accomplished.



Coin operated fortune-telling-bird machine situated in front of the Buddha shrine in Tokio, Japan. Only person around the machine who is not a Japanese is Arthur M. Keene, California editor-publisher-coinman.



Keene, the REVIEW's roving reporter, now touring the world en route to the world's fair in Paris, is here seen heading out Foochow Road to Bubbling Well Road in a 'ricksha to see the Futurities at the Del Monte.

Coin Machines 'Round the World

By A. M. KEENE

The REVIEW's Globe-circling Reporter

Bird Participates

in coin controlled fortune-teller.

YOKOHAMA, Japan. (Special to the REVIEW.)—Mornin', COIN REVIEW-ers. To satisfy your curiosity and mine relative to coin machines in Japan I scoured the cities of Yokohama, Tokio and Kobe in search of something new or something old that might be of interest. In Kobe the Mamasan (that's the head girl) in the Minori, a Geisha bar, told me of slots which were in operation on Theatre Street.

Grabbing a copy of the REVIEW and a 'ricksha, I hied myself to the spot and on inquiring received the polite answer, "Finish—no can do."

You operators in our own United States know what that word finish means, and perhaps it means the same here. It looked hopeless until there came a report of a pin-ball table in the grill room at the Oriental Hotel. But, alas, it too was "Finish."

It was up to Tom Watling to score the only hit I found in all Japan in the way of American equipment, for he had one of his old-time scales in the Oriental lobby at Kobe.

You perhaps notice that I said "American equipment." Now I change my tune, for I did find what might some day be a real, practical coin machine in nothing more nor less than a fortune-telling coin machine bird outfit. It was located in front of the Buddha Shrine in Tokio.

The affair consisted of a table about five-feet long with a bird cage at one end and a miniature temple, or shrine, at the other. By depositing five sen—less than two cents in our money;—in a chute the bird cage would open. Opening of the cage caused the coin to drop down into a cup. A bird—a real one!—then came out of the cage, picked the coin out of the cup, carried it to the other end of the table, dropped it into a slotted cash box, climbed three little steps, pulled a small rope that rang a bell and let the temple door fly open. The bird went inside and came out with a folded paper sealed with a strip of red adhesive. Flying to the middle of the table the bird pulled off the adhesive, dropped

the folded paper, which proved to be a fortune, on the table and flew back to its cage. The door closed automatically.

And that, COIN REVIEW-ers, was my coin machine thrill in Japan.

Recording

machine, coin-controlled, found in China.

SHANGHAI, China. (Special to the REVIEW.)—Real "up and at 'em" Mills Futurities in all their beautiful orange coloring are to be found in Shanghai, and especially at the city's oldest and best night club, the Del Monte, 'way out on Bubbling Well Road. The Del Monte is run by Al Israel, who twenty-five years ago gave me elusive news items when I was a reporter on the Bakersfield Californian. Al ran the Del Monte in Bakersfield, California, at that time, and in leaving the San Joaquin Valley took the name with him to China.

But the thrill of the day, from a coin machine viewpoint, came when, after searching the city over. I found right in front of me, at the Cathay Hotel, something very British and, I think, really new as far as coin machines are concerned.

It was a voice-recording machine built of sheet steel with chrome finish, much resembling a cigarette machine to which a tower had been added, topped by a radio lighting effect.

By inserting a coin in the machine a slight whirring noise could be heard and a little dial lighted up in front showing how much talking could be done—about 125 words. Then and there I made a five-inch record.

When the record was completed it dropped out of a slot on the side. Just above the slot a miniature phonograph turntable made it possible to reproduce it immediately. On the opposite side of the machine, at the cost of another "copper," an envelope for mailing, and wooden needles to be used on the "Wurlitzer at home" could be had.

Apparently the manufacturers of the machine are smart, for they have an advertising idea incorporated on the reverse side

of the disc—a nice voice telling all about the Cathay Hotel, its shape, and a recipe for a cocktail which seems quite popular around this spot at the Bund and Nanking Road.

I might say that it costs a dollar, Shanghai money, to make the recording. That's thirty cents in American funds. The machine is presided over by Ann, a beautiful Russian brunette who has the reputation of being an exiled princess. For seven years she has been tourist greeter at the Cathay cigar stand.

Keene Sends

voice back home.

LOS ANGELES.—While Arthur M. Keene wandered about Asia in quest of coin machine news for COIN MACHINE REVIEW readers, his voice floated through the REVIEW offices, recently, as the record he made on the coin controlled recording machine in the Cathay Hotel in Shanghai was played.

First tried was the "advertising side." Said a voice which sounded amazingly like that of David Windsor, late King of England, last heard in a speech renouncing the British crown:

"This record is made at the Cathay Hotel, Shanghai, one of the world's most famous landmarks for travelers. The Cathay, built only a few years ago, rises on the waterfront of one of the greatest and most picturesque cities in the world. It is a tall, imposing building, where every need and comfort for the traveler is provided for. There are quiet lodges, a magnificent ballroom and restaurant, luxuriant suites worthy of a palace and simpler suites and rooms for the humbler traveler, and every room has a private bath. On the ground floor there are shops where the latest fashions from Europe and America are displayed amongst the treasures of old China.

"Citizens of all nations pass through the lounge and lobby. It is one of the world's greatest hotels where sooner or later all travelers come. Here's the recipe of one of the Hotel Cathay's exclusive cocktails: One part gin, one part cointreau, one part orange and lemon juice mixed . . . Try it . . . and you will like it."

(Hearers of the recipe haven't tried it yet, but have the best of intentions. The

Western Magazine Tells

More About Keene

HIS BACK to the sun, Arthur M. Keene, Taft (California) editor-publisher-coinman, world traveler, is on his merry way around the world. And while he is in Asia, en route to Paris and the 1937 Exposition, *Westways*, once little more than a house organ for the Automobile Club of Southern California, now leader in the field of recounting Western history and legend and romance, has issued in its May number an "exposé" of Keene's town, and, incidentally, brought him in for nice mention.

Taft, as you probably *don't* know, is called "The Biggest Little City in the West" for it is . . . "sitting pretty, right on top of the California oil world." Farnsworth Crowder, author of the article, describes it like this:

"The rolling hills look like vast dumps of wood ashes. Only the hardest specimens of sagebrush can get a living. The chaparral wisely stays far away, back in the mountains. So dry is it that the first settlers were glad to buy water by the quart hauled in by horse and wagon. Yet beneath this desolation of gray shale are reservoirs fabulously rich. A single school district mapped out upon this drought-stricken supface, where a herd of cattle would perish of thirst and starvation, has an assessed valuation of \$52,000,000 . . . Here common labor commands \$5.80 a day.

"This region's greatest legend concerns not war nor politics nor love, but a hole in the ground. Men drilled it, a mile and a half north of the fledgling settlement of Maricopa. On a March Monday night in 1910, this hole exploded like a cannon bore, blowing gas and 18,000 barrels of oil into the air in twenty-four hours. Then, suddenly, on Tuesday night it changed its ammunition to rocks, sand and gas, blew the top out of the derrick and sent drillers scurrying for their lives. For a month the blast did not abate. Oil rained for miles around . . ."

The population of this Greater Taft is now more than 10,000, Crowder writes, inquiring, "Who are they? What do they do?" Answering his own question, he says, "First, of course, are the people tied directly into oil production . . . people concerned with distribution of the oil . . . then, of course, there is another side to the picture, the servicing not of wells, but of people; accordingly there must be grocers, doctors, plumbers, chiropractors and school teachers . . . The newspaper is the *Daily Midway Driller*, the weekly is the *Oilfields Dispatch*; the golf club is the Petroleum. There is a Standard Gasoline Ladies' Guild."

Keene, you know by now, is publisher of the *Daily Midway Driller*.

The story goes on: "With production going continually and workmen driving to and from the field at all hours, Taft tends to be an all-night town. There is no such thing as the carnival-like Saturday night, characteristic of an agricultural community. Or perhaps we should say that every night is Saturday night to some considerable fraction of the men who are having their day off. (The five-day week is general.) There are the old stand-by diversions of pool, billiards, bars and easy ladies. Everything considered, however, Taft is amazingly orderly, not because the Constable, Sheriff and Chief of Police are a conspiracy against fun. They are not. But the people themselves know pretty well where to draw the line. The town is so

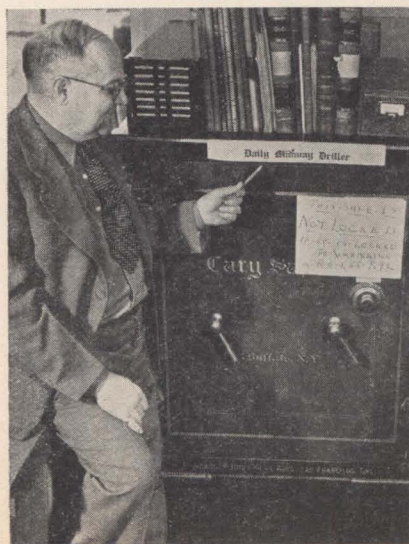
honest that doors can be left unlocked and jolly Publisher Keene of the *Midway Driller* has pasted the combination on his office safe for the burglars he is sure won't be dropping in.

"Taft has caught the wrestling bug and the weekly card in the American Legion Arena out at the end of Center Street has been going great guns. When Hugh Whisker Adams of the House of David is slated to tackle Mar-Allah-Sheik, and when it is announced that a gentleman can bring his lady in free, the *Midway Driller* breaks out with a full sports page and the seat sale booms at the West Side Drug Store and the B. & B. Billiard Parlors . . ."

Thus is recorded, in part, the history of "The Biggest Little City in the West," which "could not possibly have come into existence before it did, which cannot, conceivably, go on after all the oil beneath it is exhausted. When the pools dry up," the author prophesies, "Taft will become the biggest little ghost town in California."

Thus, too, is recorded another chapter in the life of a romantic figure, a coinman with a history far different from such a man as Charley Fey, for example, for their purposes differed, but an important man from the standpoint of having done much in developing the use of coin machines in one community, thus furthering the good of the industry.

A. M. Keene is here shown with the famous "numbered" safe. In case you can't read it, the combination on the door is R-O; L—well, if you can't read it you'd better get glasses. Photograph and quoted part of article copyright 1937 by Automobile Club of Southern California.



Keene Sends . . .

(from previous page)

REVIEW would be pleased to learn how you like it.)

Said Keene, on his side of the disc: "Hello, Paul Blackford. This is A. M. Keene, your rambling reporter. I am talking to you from the Cathay Hotel in Shanghai, China. I am talking into a slot machine in which you put two-bits, the record starts going and you get what you hear right now. The record runs about 120 words and there's a little phonograph on the side on which you can try it out after you get all the way through. I was going to send you a story and a picture of this, but my photographer can't get a good view of it—it's too dark, but anyhow, you can make a story out of this record if you want to. Anyway, this is my story and I'm stuck with it. Hi-de-ho. A. M. Keene talking."

FOR FURTHER

news of Keene's travels and adventures and findings anent the coin machine business, watch the pages of subsequent issues of the REVIEW. Unless his letters miss the mail boat, you may expect to see something about "Coin Machines 'Round the World" in each issue during the duration of Keene's travels. . . . And inasmuch as the REVIEW had gone this far, it seemed only reasonable to make the whole June number a "Travel Issue." For further foreign news, look for the story on operating in Hawaii in this issue, the story on coin machines in French Indo-China—both of them exclusive stories sent to the REVIEW—the story of a coin chute in a church in Italy. Next month you may look for a story on operating and operating conditions in Alaska.

Gottliebs Attend

Hy-G opening.

MINNEAPOLIS. — Originally intending only to pay his respects, it turned out that Dave Gottlieb was the busiest man at the recent opening of Hy-G Games Co.'s new, enlarged quarters, taken as a result of a constantly growing volume of business. The new establishment, all reports indicate, is one of the finest, most modern and best equipped showrooms in the Northwest, if not in the entire country, and the housewarming was duly celebrated and attended by throngs of well-wishers who kept coming in all day long.

Gottlieb appeared early in the morning, a smile on his face, intending to watch Hy Greenstein, genial head of the firm, welcome his guests. For a while he watched. Then operators began pressing around him with questions as to when the new game would be ready, a game called Foto-Finish that they had been hearing about. Greenstein continued to welcome visitors but Dave had no more time to watch, and though the smile remained, he ended the day a weary man.

His first answer was to tell operators more about the new equipment, a one-ball payout with striking new features that will make it as exciting as its name indicates. His second answer was to wire the factory to "step on it" so that deliveries could start quickly.

Even Greenstein managed to take sufficient time off from his duties as host to make certain that the new quarters would be among the first to offer the new game to the trade.

Accompanying the head of D. Gottlieb and Co. to Minneapolis were Mrs. Gottlieb and brother Nate Gottlieb.

Texas Operators

hold annual meeting.

By JOHN G. WRIGHT
(Special to the REVIEW)

The annual convention of the Texas Coin Operated Vending Machine Association was held Sunday, May 23 at the Rice Hotel, Houston, Texas.

President Earl Reynolds called the meeting to order and immediately gave members permission to remove their coats. Then in a halting voice, choked with emotion, Reynolds paid fitting tribute to three members who had passed away since the last meeting. A moment of silence was observed for those departed.

After a brief and general discussion of the Association, its work and purpose, the president displayed a number of machines donated by different manufacturing companies to be given away at the banquet and dance following the meeting.

Two past-presidents of the Association gave interesting talks. The general theme of their discussion was that the time for the Association to really carry on was when faced by adversity. Both predicted better times, and retired amid much applause.

A number of factory representatives extended greetings to the organization and one of them brought out the fact that the coin machine industry had made remarkable progress in a very short length of time.

Earl Reynolds was unanimously reelected president. John A. Backman was reelected secretary, also unanimously. In the beginning Reynolds attempted to decline the nomination, but finally gave in amid a deafening chorus of "Yea's." Seven vice-presidents elected were: Harold Daley; Pat Newman; Ernest Walker; C. O. Harrington; Fisher Brown; S. H. Lynch and Lloyd Blockwell.

Fort Worth was selected as the next meeting place.

Two high spots of the meeting were: First, President Reynold's vitriolic attack on a firm of lawyers, who, after spending six thousand dollars, did for the Association exactly nothing. Second, the evident determination of the entire assembly to reelect Reynolds and Backman.

Oldest operator present was Pat Newman from San Antonio. The operator who traveled the greatest distance from home was Marvin McLarty of Lubbock. Quietest operator present was Edward Arwady of Houston.

At a banquet following the business session, lots were drawn for the nine machines donated by as many manufacturers.

Lucky members and firms whose machine they won were: Pat Newman of San Antonio—A.B.T. Mfg. Co.; Jess Turner, Seguin—Stoner Corp.; A. J. Comeaux, Lake Charles, La.—Rudolph Wurnitzer Co.; C. C. Vangilder, Seguin—Pacific Mfg. Corp.; R. C. Durham, Kingsville—Pace Mfg. Co.; H. M. Crowe, Decker County—Genco; Sam Wallace, Dallas—Groetchen Tool Co.; Lestern Hearne, Houston—Bally Mfg. Co. Mr. Hughes won the Rock-Ola phonograph but sold it on the floor for \$175.00 and donated the money to the Association.

Among the distinguished visitors were Jack Nelson, vice-president of the Rock-Ola Mfg. Corp. of Chicago; Albert A. Silberman, general sales manager for Chicago's Park-O-Graf Corp.; and George W. Wrenn, salesmanager for Wurlitzer-Simplex in Dallas.

The
ACE LOCK
PROVIDES



Inside the ACE LOCK is a simple but ingenious mechanism. Its supreme efficiency, durability, and dependability is the very foundation of the ONE VITAL SERVICE you have a right to expect when you buy a lock . . . PROTECTION!

Chicago Locks are supplied as standard equipment on America's leading coin operated devices. Let us prove to you that it costs less to have Chicago Protection.

CHICAGO LOCK CO.

2024 North Racine Avenue • Chicago

17

Jack Levin

opens distributing quarters.

WHEELING, W. Va.—Jack Levin, most recently with the J. H. Keeney Co., has opened quarters of his own here for distribution of a wide variety of coin controlled equipment, ranging from novelty games, pay tables and slots, and a line of punch boards as well.

According to report, the reception given the idea of opening a display room was a most enthusiastic one on the part of the operators who agreed to back him a hundred per cent. The fact that payout equipment cannot be displayed in western Pennsylvania thus affords operators from this territory who are operating equipment of that nature, a convenient place to visit in order to pick up and exchange equipment.

In full charge of the sales department is Jimmy Angello who has been in the business for the past ten years, working his way up from mechanic to full time operator. Levin states that he was chosen for the selling end because of his understanding of operator problems. Angello has given up his own operations to affiliate with Levin, and at present he is going through the field making the personal acquaintance of the operators in the area.

Levin's affiliation with Keeney and Co. was in the nature of traveling representative; his travels took him through Ohio, West Virginia and a part of Indiana. Previously he had served Pittsburgh's Coinomatic Sales Organization for two years as sales manager and had been with the George Ponser Co. of New York in complete charge of the Ohio territory.

CHICAGO



Leaders Chosen

by NACOMM in Chicago meeting.

CHICAGO.—As is their annual custom, members of the National Association of Coin Operated Machine Manufacturers met in Chicago May 15 for election of officers and directors of the body. Chosen president for the ensuing year was A. E. Gebert; David C. Rockola and Homer E. Capehart were named vice-presidents; D. W. Donohue was elected treasurer. A new position, Chairman of the Board, was created, and O. D. Jennings was chosen to fill it.

As directors of the Association the following were selected: L. W. Gensburg, R. T. Moloney, F. H. Parsons and N. M. Seeburg. C. S. Darling was reelected secretary.

N. Marshall Seeburg, chairman of the Convention Committee for the past three years, was again appointed to serve in this capacity for the 1938 convention, and it is reported that plans for the annual show will get under way at once.



FOR GREATER PROTECTION SPECIFY DUO LOCKS

The Lock Experts Couldn't Pick

- Dual Sets of Tumblers
- Unlimited Key Changes
- Protected Codes
- Illicit Key Duplication Practically Impossible
- Extra Strong Key

The **ILLINOIS**
LOCK Company
737 W. JACKSON BLVD., CHICAGO, ILL.

Mills Novelty

to occupy entire building at Paris Fair.

CHICAGO.—For the first time in the history of world fairs and expositions, a building is going to be devoted solely to the display of coin controlled machines. To Mills Novelty Co. goes the distinction of being the first firm in the industry to be honored with a building for exclusive showing of their products.

Mills Advertising Manager James T. Mangan relates that President Fred Mills has just returned from Paris where final arrangements were completed for the unique part his firm will play in this exposition in which all nations are participating.

Designed by the foremost Parisian architects, the Mills Pavilion will be especially distinctive and architecturally ahead of the latest foreign modern design, according to report. In keeping with the spirit of the great show, gay colors will predominate in interior decoration. Windows lining the two sides will provide a sweeping view of the activities going on inside, and the front is unusual in that two corners of the building are open to the public side and will be converted into refectories equipped with Mills counter ice cream freezers from which ice cream and other freezer specialties will be dispensed.

A huge neon sign in brilliant color announces the Mills name and then merges gracefully into the flowing streamlines of the structure to become part of the building design itself.

Particular attention is to be given in the exhibit to Bonus, Extraordinary and Q. T. machines in bell and vendor models. Another feature will be the new refrigerated vendor for bottled Coca-Cola, currently sweeping the United States in popularity. Expected to be the hit of the

Tratsch Resigns

NACOMM post.

CHICAGO.—Director since its organization in 1933 and president for the past year and a half, Walter A. Tratsch has announced his resignation as an office-holder in the National Association of Coin Operated Machine Manufacturers in order to be free to carry out plans for extensive travel in the near future, it was learned recently.

Tratsch, president of A. B. T. Mfg. Co., has devoted most of his life to the coin machine industry and is one of the most widely-known and best-loved men in the industry. His experience, sound judgment and ability to inspire the confidence of all with whom he comes in touch have been important factors in building good will for the industry and making it a happier one for manufacturer, distributor, jobber and operator alike.

A. E. Gebert, who succeeds Tratsch as president, has served NACOMM as vice-president during the latter's term of office. Gebert is general manager of the Advance Machine Co., was once president of the now defunct Vending Machine Manufacturers' Association of America.

Exposition is the Mills Studio which has been described as "not a mere phonograph" but a whole studio in a single unit. All in all the display will be the most ingenious presentation of coin controlled equipment ever offered fair-goers, it is believed. A battery of pin tables will occupy the entire space of one wall. Unusual merchandise prizes will be exhibited in a center booth.

Mills will be represented at the Exposition by Compagnie de Repartition de Credits, 34 Boulevard Bonne Nouvelle, Paris, and August Guarnera who will be in charge of the display. Other Mills executives are planning to be present for short periods.

MAILING LISTS

Newly compiled lists of OPERATORS. Worth many times more than we ask.

1,500 Texas Operators	\$10.00
298 California Operators	2.00
154 Tennessee Operators	1.00
92 Louisiana Operators	1.00
108 Oklahoma Operators	1.00
112 Florida Operators	1.00
185 Mississippi Operators	1.25
102 Georgia Operators	1.00
171 Arkansas Operators	1.25
273 Operators in Colorado, Utah, Idaho, Arizona, New Mexico, Washington, Montana	1.75
292 Operators in Virginia, West Va., N. Car., S. Car., Alabama, Washington, D. C.	2.00
130 Kentucky	1.00
200 Missouri	2.00

The above States total 3,617 names. This entire list may be had for \$17.50. Send remittance with your orders. Lists mailed within 48 hours after order received. Also Eastern lists may be had.

SUPREME PRODUCTS COMPANY

333 N. Michigan Ave.

Chicago, Ill.

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VANAK

SLUG REJECTOR

Over 5,000 new, satisfied Customers since January 1, 1937.

See Your Jobber or Write

A. DALKIN CO.

4311-13 Ravenswood Ave., Chicago.



There's a gal going down the street. A beauty, a picture of perfection if ever there was one. Height just right to suit you. Trim ankles. Nice figure. Hair just the color you've always liked. And the face—you saw it as she went by—sparkling eyes, luscious red lips, a nose set at just the proper angle.

You took a second look, didn't you? And so did all the other men she passed, or those who passed her. Why? Because, first of all, her clothes caught your eye.

She's well-dressed, and that does the trick every time. If she had been clothesless you'd have looked, of course, but it would have been a different sort of a look. If she'd had on clothes picked up at random and without any thought—an old rag for a dress, a hat that looked as though it had been dragged through the rain for years, stockings wrinkled around the ankles and shoes with run-down heels . . . you'd have missed the gorgeous face and figure, for you wouldn't have given even half a glance. But because of the way she was tricked out—dressed properly—you looked.

And that, gentlemen, is just like your diggers . . .

If your diggers are undressed completely, they'll get a look, but it will be that "other kind." You can be certain of that. If they're dressed half heartedly, if it is evident that the dresser just didn't give a hang, they won't attract the slightest attention—just like a girl who is dressed without thought. Again, like the well dressed girl, except that she can't go anywhere, your well-dressed rotary will attract the eye of every passer. And that's what you want.

Dressing of diggers is a point carefully and thoroughly studied by the shrewd operator, a point given little attention by many newcomers and those content to do a halfway job for halfway returns.

Thus a talk with Fred Reilly, of Amaco's Los Angeles office, who is an expert and an authority on the subject of dressing diggers and rotaries, for he's been at it for years and his present success indicates that long practice has told him just how to get the maximum results from a display. Thus, too, these points on dressing machines, and the general operation of machines of this particular class, given with his customary generosity.

The first point is obvious. Study your locations.

Generalizations are fine; they're worthwhile and helpful—providing you apply them to suit specific needs. You know, naturally, that no two locations are alike, just as no two people are alike. If they were, as some lad once said, "We'd all marry the same blonde," and phonographs would appear with only one record tray and no changing device.

And after you've studied your locations, experiment a bit.

Just as, in school, the student reads a chemistry text, so the operator studies the place where his machine is going to go. Then the student goes into the laboratory and actually works with the materials he has read about, and likewise the operator makes a laboratory out of the location for a brief period.

Even in matters of candy that go with the skill awards in digger or claw operation, there can be a wide range of appeal. Have you tried the candied peanuts? Have you tried the little red cinnamon candies? There are operators, strangely enough, who have never thought to use anything but the type of candy they first found. And in the

case of a digger the candy provides a setting for the merchandise. Use your eye on the color scheme. Light candy and light-colored prizes don't do so well. Neither do dark candy and dark awards show up well. When you have dark objects to display use light candy, and vice versa.

And the awards themselves?

Most players have quite an appraisal sense. They examine the machine before they trust their coin to the chute. If the merchandise is attractive, if it is quite evident that there are articles of real worth to be had if they have the skill to get them, the investment is made.

That means that "class merchandise" shouldn't be buried. If it is, your skill player will notice at once and avoid the machine like poison; he's quick at things like that. The novice, on the other hand, won't even see it and, figuring that there's nothing worth his even taking a chance on, he'll likewise pass by the machine. You don't expect to get all the nickels without giving the players a chance. And the players don't expect something for nothing. What they want most is a fair test of their skill, with a reward if they can demonstrate their ability.

In due deference to wisdom, then, you'll put the good merchandise where it can be seen. What matter if the shark does come along and take it out? Both you and he know that he won't get it without using a goodly number of coins, and if he's ahead in the end he'll more than repay you in the crowd he attracts, as good players always do. When the crowd sees a prize coming out they begin to edge toward the cashier to demand "five nickels for this quarter."

Of course the important idea in digger or rotary operation is to lose just as many items of merchandise as possible and still make a profit. Yet you don't want to lose the awards without some sort of a battle, for it is in the "battling" to get them that the profit is derived. Therefore, a couple of tricks that you may or may not know or have thought of: A claw won't pick up a large smooth surface; a rotary won't lose an irregular round object easily. Therefore it is to your advantage to choose items of this sort—within reason, of course. Wherever possible, let the merchandise be off balance. Eventually some player will get it (unless you've unwisely picked an extreme impossibility, which will be spotted at once) but there will be lots of plays used before it becomes someone's possession. Too many round items, on the other hand, will cause a marked drop in play. And be careful about using long items in rotaries. They're the ones that are chiefly to blame for the binding and piling up of objects.

Both diggers and rotaries call for merchandise combinations. Hook several objects together, for example, a camera and a table lighter. All the players, skill and novice alike, will say: "Oh boy! Here's where I strike it rich—a camera and a lighter at one blow." Actually this linking increases play, yet makes it more difficult, for it provides the essential element of unbalance.

Actual types of merchandise used will have to vary with the territory. Stock items good almost anywhere are lighters, men's accessories, cameras, compacts and atomizers. During the past year electric shavers have been one of the biggest digger items. In a location patronized by sportsmen, hunting knives, fishing tackle, flies will pull a big play. Compasses are

Whether It's Women
Or Diggers—You've
Got To Dress 'Em Up
RIGHT!

An interview with FRED REILLY
by H. M. LEWIS

The VENDING MACHINE Co.

Coin Operated Machines
Slot Machines
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The South's Largest Distributors
for the Worlds Leading Manufacturers
of Coin Operated Devices. ~ ~ ~

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205-215 FRANKLIN ST. FAYETTEVILLE, N. CAR.



good in spots of this sort, too. You can tell only by studying the location, and experimenting. However, it is always necessary to use a large supply of smaller items which can be extracted easily. A player who gets a 15 cent item, let us say, is often a more satisfied customer than a player who gets a dollar item for 75 cents, though his play may actually be a drawing card for others.

At one time large, major prizes were tried—radios and cocktail sets for which a number of smaller prizes could be exchanged. During the past several years, however, this plan has been almost abandoned, and wisely, Reilly thinks, for the major prizes were always outside the machine, they attracted less actual attention to the machine, and oftentimes they disappeared. Thus a considerable loss has been eliminated.

Two to three years ago the average inventory of merchandise in a machine at the time of loading ran from \$35 to \$40. Now it is more apt to be \$80 or \$90, both because there are more items and because those used are more expensive. It is almost essential to use nationally-known merchandise. The public is no longer fooled by flash. Shrewd buyers when they go into a store, the public demands real, tangible value and quality even in amusement awards.

In the old days it was always a problem to get new merchandise in order to catch the public eye. To a certain extent the redemption system has eliminated that need in certain territories. In other places, where the digger or rotary is still used as a means of selling merchandise, the problem still exists. Supply houses for merchandise and novelties are continually receiving new items and scouring the markets for more. It pays to visit regularly, even though you may not always buy. And you, yourself, will do well to keep your eyes open for unusual things which have not been tried before. For example, one operator visited a department store buyers' show of craftwork. He picked up a number of metal items, beaten out of copper, that boosted play considerably. Next year he'll probably go to that show again, and he'll be on the lookout for others like it.

In using the redemption system the wise operator will always write off the buyback of the item at 20 per cent less than its wholesale purchase price. Thus, in five "buys" by the location, it is paid for, and when it becomes too battered and shabby to give your machine a presentable appearance it can be discarded. The redemption system has built up the gross play on the machines beyond the increased percentage of loss in a surprising fashion.

Formerly it was the custom for many op-

erators to pay 25 per cent on the gross. Now the more general practice is to deduct the total loss for the week and divide the balance, 40 or 50 per cent of the net, as the agreement between operator and location requires. In this way the merchant takes a more personal interest in the machine. He feels, often, that he's an actual partner in the enterprise.

In the buyback system the loss on gross usually amounts to more than 60 per cent at wholesale prices, equal to more than 100 per cent at retail, but everyone is more satisfied.

It is sometimes wise to place a buyback price of \$3 or \$4 on a 30 or 40-cent item, where the shape makes it difficult to secure it. Here, again, of course, the loss-deduction should be made before the returns are divided, and if the situation is explained to the location objections will be few.

Answers to questions regarding the legality of the redemption system may be found in the fact that the redemption process is always a separate transaction. In general practice it is as though a man comes into the store for the first time and says "Do you want to buy this?" and the location does.

Diggers and rotaries grow obsolete far less rapidly than much of the other coin controlled equipment. Yet the wise operator will plan to write off his depreciation equipment each month in just the same manner as he writes off the merchandise expense in order to amortize those costs. Of course it is needless to say that the equipment should be kept in good shape inside and out regardless of this expected depreciation and the fact that this depreciation is written off.

Both diggers and rotaries can be over-served. While naturally you will dress your machine each time you service it, it is a poor policy to run to dump more items in after a few have been removed. It's like a strip-tease artist in a burlesque show. If the gal were to put on just as much as she took off each time she dropped back into the wings for a pause, the customers would soon walk out. So the players resent replacement of items naturally. Fur-

ther, it's poor selling. A machine always full looks as though it hasn't been used and an unused machine is no inducement. The player immediately thinks there is something wrong with it.

Neither diggers or rotaries will hurt marble games or other equipment, and vice versa. In the first place, the class of player is generally different, and his interests don't coincide. Sometimes one will attract the overflow from the other, too, so more often the merchandiser aids the pin game.

Diggers of various sorts have been in operation in Los Angeles for over eight years. Reilly points to them as one of the most sound and stable investments in the business, for their use has been consistent through all that period. He points, however, to the nearing advent of a combination rotary and digger which he is certain will be "interesting." It will provide greater player control—backward and forward, and from side to side—and with the greater opportunity for skill he foresees not only more player-interest, but fewer questions of legality.

Obviously it's an interesting and a profitable business, this operation of rotaries and diggers. But it's most profitable and most interesting when, like the girl who goes down the street, the machine is dressed right.

Lunatic (in asylum yard): "Who are you?"

Superintendent: "I'm the new superintendent."

The crazy one: "Oh, it won't take long for them to get that idea out of your head. I was Napoleon when I came here."



Percentage Regulators

Made of case hardened steel, with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

50c Each; \$5.00 per Dozen
\$32.50 per Hundred

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NAME AND NUMBER PLATES

"IDENTIFY YOUR MACHINES"



Polished brass or aluminum plates with your name and address, consecutively numbered, black enamel filled over-all size 3/4" x 2 1/2". Can have any lettering or numbering on plate within reason.

50 @ 7c	each	—	Total \$ 3.50
100 @ 5c	each	—	Total 5.00
250 @ 4c	each	—	Total 10.00
500 @ 3 1/2c	each	—	Total 17.50

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HORSE RACE CLASSIC!

Here's the Racing Fan's Dream come true! A Game that steps into FIRST PLACE with real turf excitement—FIRST PLACE with red-hot player appeal! It's the Champion money-maker of all Novelty Horse Race Games—the only one that features WIN, PLACE and SHOW!

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5-BALL BUMPER-SPRING
NON-PAYOUT

With sensational new THIRD-DIMENSION MYSTIC GLASS Back Panel! Selection, Distance and Odds magically light up in life-like realism. Length of race varies from $\frac{3}{4}$ mile to 2 miles. Five balls to shoot. Every bump noses out another horse.

In the home stretch the next bump puts the player in SHOW money, the next in PLACE, and the next in WIN—odds up to 40-1! FLASHOGRAPH Totalizer constantly flashes race position—and final results! Game automatically cuts off when a winner comes in—even if all balls have not been shot!

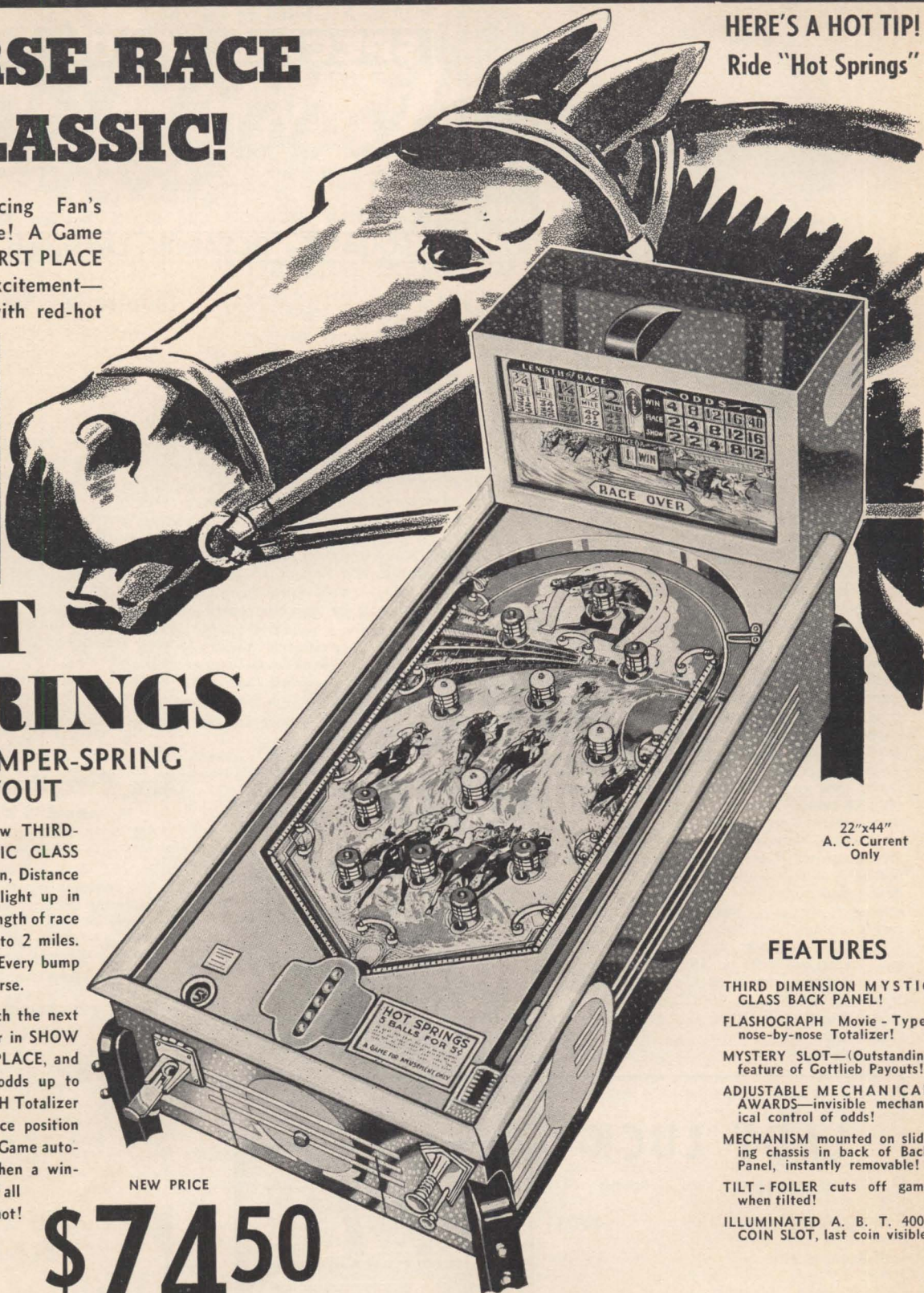
NEW PRICE

\$74⁵⁰

NEW HAIR-RAISING THRILLER!
FOTO-FINISH
PHENOMENAL ONE-BALL PAYOUT

Write for Prices!

HERE'S A HOT TIP!
Ride "Hot Springs"



21

FEATURES

- THIRD DIMENSION MYSTIC GLASS BACK PANEL!
- FLASHOGRAPH Movie - Type, nose-by-nose Totalizer!
- MYSTERY SLOT—(Outstanding feature of Gottlieb Payouts!)
- ADJUSTABLE MECHANICAL AWARDS—invisible mechanical control of odds!
- MECHANISM mounted on sliding chassis in back of Back Panel, instantly removable!
- TILT - FOILER cuts off game when tilted!
- ILLUMINATED A. B. T. 400-COIN SLOT, last coin visible.

Immediate Delivery

D. GOTTLIEB & CO.

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Chicago

Mention the COIN MACHINE REVIEW to this advertiser. It makes a difference.



B. J. Marshall—advises use of staple equipment.

Detroit Coinman gives success formula.

DETROIT.—Each man who is moderately, or more than moderately successful, has generally followed some plan. Sometimes you can get him to talk about it, more often not. B. J. Marshall, head of the wholesale premium house, the B. J. Marshall Co., Inc., who has been doing an outstanding volume of business catering to Church bazaars, carnivals, merchants in various fields and punch board operators, among others, falls in the former class.

"I urge all my Michigan operators to invest only in staple merchandise, such as phonographs, cigarette machines, etc., so that they will be insured for the future as well as the present. Of course the income is not so great as in the novelty games, but it is sure, steady income for life. I have spoken with a goodly number of operators whom I started in the phonograph business, and they tell me that when a collection is made on a music box they may receive only \$5 or \$6 net, per week, but it is steady, while with a novelty game there may be \$50 or \$60 from which the payout must be deducted so that sometimes they have only \$3 left for themselves. Sometimes they even have to pay the mer-

SPECIAL TRADE CHECKS

OR STEEL

100.....	\$ 3.50	200.....	\$ 5.50	300.....	\$ 7.50
400.....	9.00	500.....	10.00	1000.....	18.00

Prices quoted are for checks with your NAME AND ADDRESS on the one side, and a stock lettering die is used on the reverse side.

STOCK DIES—Good for 5c in Trade; Good for Amusement Only; Good for Free Play; No Cash Value; Bottle Check 5c; Good for 5c in Merchandise; Good for Free Game, etc.

SUPREME PRODUCTS CO., 333 N. Michigan Ave., Chicago, Ill.

ROUND-SQUARE or OCTAGON-Lettered on 2 Sides

chant \$3 or \$4 as a result of more payouts than intakes.

"Soon the proprietor of the store demands a new game as his customers are tired of the old one, while the phonograph operator makes his collections and seldom receives any complaints. One operator said to me that collections on phonographs were like going to a bank, and that you are always positive of getting \$5 or \$6 for the average weekly net.

"Many operators have been calling me recently to tell me that my prediction about the long life of the phonograph is actually being realized, and that I was the first one to be aware of this and pass it along to them.

"As further proof of the fact that operators have found my advice sound, I might mention that recently I received 50 phonographs, and before the week was over, my floor was completely emptied, including my floor samples. The demand is too great for the supply, and I believe it will always remain so with music boxes."

Summer Spots

heading for big year
—Moloney.

CHICAGO.—"Seasonal fluctuations or no seasonal fluctuations, I predict an unusually active summer in all resort territory," recently declared Bally President Ray Moloney. His prediction, he explained, is based on the sales of "typical resort machines made by his firm." In this class he counts Ray's Track and Reliance, both of which have enjoyed steady sales throughout the year, but have leaped into greater prominence during the past few weeks, particularly in summer resort territory.

Coincontrolled Salesboard

wins public favor, report.

CHICAGO.—According to past experience it was anticipated that counter game sales would begin to climb about the middle of June. Ray Moloney, president of Bally Mfg. Co., reports, however, that unusually heavy buying of his company's Nugget, coin operated salesboard, began last month, some four weeks ahead of expectations.

Declared Moloney: "Our only explanation is that Nugget is meeting with such popular favor that operators are rushing to cover their spots with this little 'gold mine in six square inches of counter space.' There's just something about Nugget that gets 'em—eye-catching flash, salesboard appeal, animation and suspense that comes with spinning reels. Reports seem to indicate it's more appealing than any board because the numbers are never 'punched out.' The winning figure is always there on the reels ready to come up at any time."

New Executives

named in Werts firm.

MUNCIE, Indiana.—Appointment of Roy F. Werts as manager in charge of production, and C. R. Eyman of the sales staff as his assistant manager, was made known in a recent announcement by Fred Werts, president of the Werts Novelty Co. Roy is a brother of the head of the firm.

A. Don Shideler continues in the capacity of sales and advertising manager.

PAYOUT TERRITORIES

have shown marked gains recently, according to Bally's sales manager, Jim Buckley—who should know. Best indication of this is the continued strong demand for Carom one-shot machine, despite the upsurge of production and sale of the newer Golden Wheel, Buckley intimates. Much of the demand seems to be coming from territories just now opening up.

LADY LUCK

1200 Hole Form 4190

Takes in \$40.00

Pays out 19.00

Price with Easel—\$1.82

Plus 10% Federal Tax

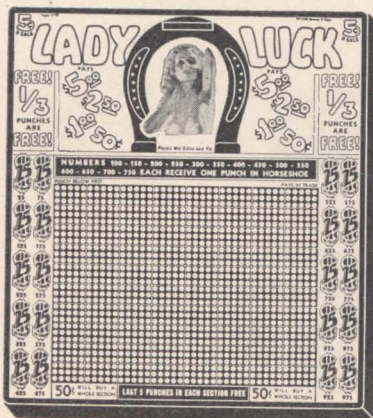
HOLIDAY BOARDS, HOLIDAY CARDS, HOLIDAY HEADINGS

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on your old equipment toward
NEW GAMES

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Quality Coin-Operated Machines

1503 W. Pico St.
LOS ANGELES, CALIF.

Is It Goodbye?

For the sake of the record, here's a tribute to the old penny arcade.

by H. L. Mitchell

DOWN ON MAIN STREET IN LOS ANGELES A MAN WHO MUST have passed middle age, but who still looks to be in his prime, stands in the center of a room which houses what was once a proud and prosperous business and shakes his head. His name is Cohen, and he is an old-time coin machine man. Back in the very early days he had headquarters and operated in St. Louis, but for more than twenty years he has been located within a single block on Los Angeles' one-time main thoroughfare.

Several factors are responsible for the diminishing returns from this once lusty and thriving enterprise. Of late the depression has made grave inroads since, as Cohen himself says, "They have to eat first, and you can't blame them." But even before the depression began the handwriting on the wall was pretty clear. Modernization—that's what did it. New methods, new ideas, new possibilities crowded out the old, and the old stands, patient but for the most part idle, awaiting the ultimate day when it will be seen no more.

Of course it is obvious what this is all about. It's a penny arcade, the last of its kind in a city of a million-and-a-half with another million population in a small radius. Once-upon-a-time, when the city was less than half its present size, Los Angeles' penny arcades were innumerable. Always the finest and the largest, the Rosslyn Arcade now stands alone, a sort of a Last Mohican, if you will, sole survivor of a vanishing race which in its day played a tremendous part in the development of the coin machine industry.

Once they drew the crowds, and the pennies and nickels. Now look at them—these old-time machines. Here's a bulls-head. Drop a penny into the chute, push down on the horns and you get squirted with perfume—liberally squirted, in fact. Of course the perfume isn't the sort nor the scent that one would find advertised in the *Ladies' Home Journal* but that makes no difference to the Main-streeters.

Here's a fortune-telling machine. You drop in your penny and a card tells you all about your disposition, your future, your wife or business or something you don't expect. And another sort of fortune-teller permits you to ask one of five questions for your coin. The answer lights up back of a ground glass.

Here's a grip-tester, and a punch-power measurer, much after the sort of affair that one still finds at the beach concessions where you lift a sledge hammer and try to send a little ball up a wire so that it rings the bell. This time, though, you simply hit the padded lever with your fist. Oh, yes, and here's another grip tester. This one tells you how your love-life is. A weak grip says that you're cold; a stronger grip says that you're "warm"; a powerful grip shows that you're very, very passionate—in fact you can hardly restrain yourself.

Here's an electricity machine. "Good for your health," it says. An indicator shows just how much of a shock you're getting. And here are target games of one sort or another, early forerunners of the modern target game. Here are a number of other miscellaneous games, some of them having all sorts of things (like little lead soldiers, or little metal football players, for example) which go into action at the drop of a coin.

No longer in evidence are the early music machines. At one time the Rosslyn Arcade had no less than thirty of these devices put out by the Edison people. Each had private earphones and cylindrical records. It's impossible, now, to get any more of the cylinder discs, though oddly enough authorities say that this type of recording actually gave the best results, so there's no point in keeping the machines. But Cohen well remembers the time when

they were as popular as anything in the place, and that really means something, for they had one big competitor for popularity.

That same competitor is still prominent, though like all the rest of the arcade equipment it's not played very much any more. You know the machine: it has a crank at one side, a gorgeous picture at the top to attract the eye, and a place through which you look into the machine. The look-in place has two lenses, and you see—mm-MM!—you see such gorgeous girls, all in daring poses! Not only that, but the dual lenses are stereoscopic, and they give the effect of a third dimension so that the girls aren't just flat pictures, but they stand there posing with all their curves in evidence.

Perhaps a dozen of these peep-shows, some taking a penny, some requiring a nickel, are ranged along the wall, and there are dozens more in storage gathering dust from disuse. The girls inside the machines are really quite artistic in their posing, but they can hardly compete with the burlesque shows in the next block. The thrill is gone when the one-time looker can see the girls without their clothes actually in the flesh, talking and dancing, and get a movie thrown in. Nowadays it's worth the penny or the nickel to look in and see the wonderful mechanism with its complexity of cogs and gears that moved the cards around one after the other. But at the top, where the wire held the cards in check so that each girl was visible for a second or two, the pictures are well-worn. They've seen plenty of use in their day, in spite of the fact that each of the big pictures at the top of the machine is labeled "Passed by the board of censors" so that the user knows he can't expect too much for his money.

Down the center of the floor there runs a line of the more recent contestants for the coin machine fan's money—the pin games. These are old-timers, too, so far as the marble game field is concerned, though they can't compete in venerability with the other types of equipment. There's Criss-Cross-a-Lite, World Series and no end of games of a few years back. "Ten balls for a nickel" has been supplanted by "Five balls for a penny" and there are no awards save brass checks, specially made in an off-size so that they can't be used for slugging other machines, which are good for free games. The time was, and that not so long ago, when the players stood three-deep waiting for a turn at the marble machine. Today the customers have plenty of elbow-room. Of course the beauty of it is that even though they don't draw in the big money they've paid for themselves many times over. Purchased as obsolete, probably none of them cost more than five or ten dollars at the most; certainly some of them didn't cost more than a dollar or two. And that's true of all the rest of the equipment. Of course the other arcade machines cost a good deal more; nearly all of them were purchased new; but they, too, have paid for themselves over and over again.

The day was when the penny arcade business was more aristocratic. When Cohen established his back in 1914 the neighborhood was less given over to second-hand clothing stores, pawn shops and generally low-priced stores. There were fewer Negroes, Mexicans and Filipinos, now his chief customers, and the Rosslyn was probably the city's swankiest hotel. That meant that the arcade was a safe enough spot for most of the family (even in spite of the peep shows at which the women sometimes looked askance). The time was, too, when Cohen paid as much as \$2000 a month rent for the place where he is now and the adjoining store. That was even as late as 1924, and it indicates what the possibilities were for successful arcade operation.

Now, he claims, a ten or twenty dollar day is a splendid one, and the photographer who once drew in thirty to fifty dollars a day is lucky if he gets two or three. As for the tattooer—the tattooer is as badly off as the rest of them.

But you mustn't misunderstand. Cohen isn't crying about the affair. He's seen prosperity, he knows that the depression's effects are still tangible and as a consequence he's something of a philanthropist, for his sandwich stand at the front of the arcade gives the customer two hot dogs for a nickel and two glasses of orange juice for a nickel (and many's the time he's given away free hot dogs and orange juice when the customer has been broke). "It's still good business, for the sandwich stand brings in as much as the rest of the arcade business."

No, he's not crying. Cohen is a gentleman, and something of a philosopher. He seems to know that he'll get by for awhile yet, probably for as long as he needs to, and he has an ample supply of pleasant memories. He simply warns others not to try the arcade business. Its day is nearly done.

Now the Sportland is something else again. He's willing to admit that. Given a suitable locality where there is the sort of crowd that spends not pennies but nickels, there's no reason why operations cannot be successful. With all sorts of modern nickel equipment the examples of success are numerous. New pin games, target games, bowling games—they'll all draw, he feels. But he's content to stay where he is for a little longer. Even though the district is getting shabbier, the foreign customers increasing as the native Americans dwindle away, even though the returns aren't what they once were, somehow it seems like home, and he's at home there.

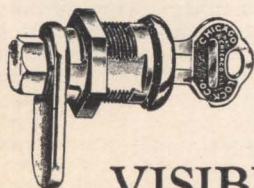
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Mountain States

Novelty Co. opens Northwestern office.

PORTLAND, Ore. — Mountain States Novelty Co., long "at your service" in Fort Collins, Colorado, has recently opened a Northwestern office here, it was learned from C. O. Sears who is manager of the new outlet.

Mountain States Novelty will be responsible for distribution of products of the Northwestern Corp. in this area, it was announced, with a complete stock of machines ready for immediate delivery, and a line of supplies necessary to the operation of such machines. Toy Packs, pistachio nuts and candies are included in the variety.

Tribute Paid

O. D. Jennings by community paper.

CHICAGO.—Occupying a full page in a recent issue, the *Garfieldian*, weekly newspaper serving a local community, paid a striking tribute to O. D. Jennings, head of O. D. Jennings and Co., terming him "a real community builder."

Accompanying the story of Jennings' life, his philosophy, his attitude toward gambling and coin machine operation and business in general, were pictures of "O. D.",

the Jennings plant, Jennings officials and some of the equipment made by the firm.

Oddy enough the *Garfieldian* carried, at the same time, stories in which other coin machine people were involved. A two column story on the front page announced the opening of the baseball season by the Mills semi-pro team, a paragraph mentioned Albert Watling, son of Manufacturer Tom Watling.

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Modern Merchandising

Seven-Play Ball

reported pleasing to operators.

DETROIT.—According to officials of the A C Novelty Co., their new 7-play 7-Jackpot Bell is being acclaimed as "the operator's dream come true." The new principle of multiple play, employed for the first time in the new A C Multi Bell, offers many advantages to the player, and at the same time, greater earnings for the operator because of the obviously increased volume of play. The nickel model has a possible volume of 35 cents on each play, the quarter model a possible volume of \$1.75, depending on the number of players or the number of slots played. Operators report that the 7-play Bell creates exceptional interest and sustained play.

Arrangements for national distribution are now under way. Among the first coinman to add the A C machine to his line was H. F. Moseley, popular and progressive president and treasurer of Richmond's Moseley Vending Machine Exchange. Said Moseley: "The 7-play action is only one of the many new features of the new A C Multi Bell that will appeal to operators and players alike. This new Bell employing the multiple principle of play for the first time in Bell machines offers many advantages for the players—which means greater player interest and possible seven-coin volume, which, in turn, means bigger earnings for operators. It's a great machine with a great future."

Equally early in the distributing line-up was the C and M Sales Co. of New Orleans, where they hold exclusive rights to the new machine. F. W. King, popular head of the firm, predicts widespread acceptance of the machine.



C. R. Eyman, recently appointed assistant manager in charge of production for Werts Novelty Co.

REPRESENTATIVES

for a number of manufacturers, and catering to a vast number of operators, the George Ponser Co. is reported to be seeking larger quarters for its New York office in order to "assure operators the finest service in the territory."

[Be sure to read the Editorial on Page 28]

Ice Cream Vendor

placed on market.

NEW YORK CITY. (RC)—The Carpomatic, an ice cream vending machine with facilities for refrigeration and vending at five cents, has made its first appearance here. The machine is the product of Carp & Co., Handelsmaatschappij, N. V. Holland. American agent for this type of merchandiser is Ice Cream Vendors, Inc.

Only one machine is on location and this on the 34th Street station of Brooklyn-Manhattan Transit subway. At present, definite operation of the vendor is still in experimental stages, although continuous laboratory experiments have revealed that the machine is 99 per cent slug proof.

It has been estimated that 200 sales a week would be required before a profit might be realized in the operation of the Carpomatic. Subway locations, it is held, would see more than 200 sales each week, especially during the summer season. The provisions for refrigeration which the Carpomatic makes renders it ideal for its type of vending and its ingenious and careful preparation is calculated to reduce servicing to a minimum.

Impossible Done

NEW ORLEANS.—According to report from G. D. Evans of Dallas, Texas, the impossible has been accomplished here, and W. E. Turner has established a route of peanut and novelty vendors in New Orleans where it was formerly impossible to use merchandise of this sort because of climatic conditions. Before Turner's successful efforts there were said to be not more than six vending machines in all the city. Turner's success has been made possible, it is declared, through use of a new-type confection now being distributed by Evans—a moisture proof candy-coated nut not affected by high humidity.

25

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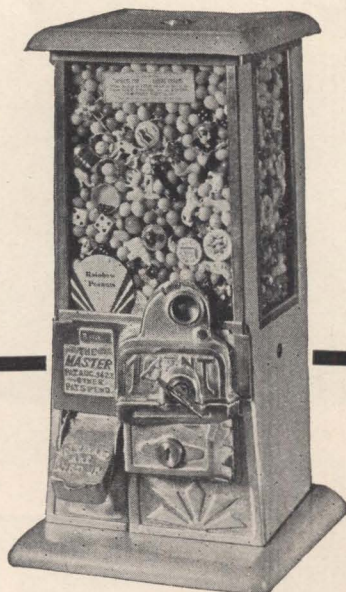
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• COLUMBUS, OHIO

Shriners Welcomed

to Detroit by A C Novelty.

DETROIT.—June 22 to 24 will mark the invasion of Detroit by a horde of Shriners attending the Imperial Council Meeting of North America. All such Shriners who are in any way connected with the coin machine industry have been issued a cordial invitation by Art Caille, president, to visit and inspect the new plant and offices of A C Novelty Co., located in the northwestern manufacturing district.

Caille assures all Shriners that he and executives of the firm will do everything possible to make their visit pleasant and enjoyable. Shriners without transportation need only phone the A C offices, TYler 6-5801 or EUclid 1083, and cars will be made available at their convenience.



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NEW YORK



Amalgamated Vending Operators' Association

President — LEE RUBINOW; Vice-President — MORRIS SILVERSTEIN; Treasurer — WILLIAM PRAGNELL; Recording Secretary — MOE GLADSTONE; Financial Secretary — HERMAN GROSS; Sergeant-at-Arms — JOSEPH KLEINMAN; Managing Director — JOE FISHMAN. Office—1841 Broadway, N. Y. C.

By IRVING SHERMAN

At a meeting held May 13 at the Pythian Temple, the Amalgamated Vending Machine Operators' Association was confronted with serious developments in the operation of pin games in New York with refusal of the Commissioner of Licenses to issue permits for any more machines. The meeting saw the institution of Joe Fishman, formerly of Fishman-Schlesinger, as Executive Director, succeeding Lou Goldberg who has decided to go into operating.

In a presentation of the facts, Leon Haskell, attorney for the Amalgamated, made it clear that for the time being the Association was confronted with unjust discrimination but would have to be patient until the public would understand the exact function of the pin ball operator.

"As operators," declared Haskell, "we have withstood hardships before and we'll have to withstand them now. But I feel certain that pressure being exerted on us at present will wear off soon."

Speaking now as a member and not an official, Lou Goldberg, recently recovered from illness and extreme shock at the death of his brother, was his old self in a fiery speech calling on all members present to rally around the Association more than ever and support it to the fullest of their ability.

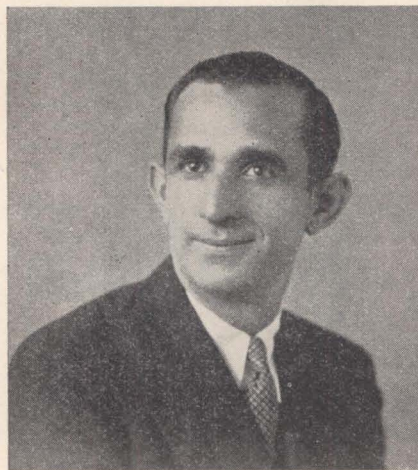
"I say to you members," declared Goldberg, "that we are not licked and indeed, that we have just begun to fight. Difficulties are not new. We have had conditions that now face us, before. The important thing is to remember that there is a tomorrow; that with oldtimers like Joe Fishman, with your president and your Board of Directors trying night and day to break the ice we pin ball operators in New York have

more than a fighting chance to pull through the wall pressing around us."

The new Executive Director in a brief talk assured the members that progress will be made. Called back to the helm of the Association of which he is a charter member, the Amalgamated has been regarded as his brain child and he never lost interest in its doings at any time. "Just give us a little time and be patient and you will see," added Fishman, "the combined efforts of your president and your Board of Directors produce the desired results."

President Rubinow, while not making light of conditions, held that they were temporary. "We know by experience that every now and then certain elements are made goats and inasmuch as machine operators seem to be most vulnerable, in some states at least, we've got to take it."

Others who spoke and assured members that remedies for the refusal to license new machines would be found, were Marvin Leibowitz, Morris Silverstein and Joe Hirsch.



Morris Karlitz—collects dues from members of Brooklyn's Greater Amalgamated Vending Association.

National Association

of Cigarette Merchandisers launched at May meeting.

NEW YORK CITY. (RC)—On Sunday, May 9, a meeting of cigarette vending factors was held at the Commodore Hotel in New York which saw representatives from thirteen states present. Opened by Martin Berger of Rowe Cigarette Service, it was at once explained why the meeting had been called and what it was hoped would be achieved at the initial gathering.

"We all realize," declared Berger, "that our industry has difficulties and problems. Some of us, however, are under the impression that these problems are local, that they can be solved by local agencies and attempts. I am convinced that if our industry is to make any progress it can do so only if it organizes nationally and makes itself a national body."

Following Berger, other speakers took the floor. Speaker after speaker corroborated his observations that a national body was needed. Speaking from the legal angle, Michael Levy, attorney for the Cigarette Merchandisers' Association of New York, pointed out the manner in which a national body can function and some of the pitfalls it could avoid by careful procedure. A three point program was outlined:

1. Uniting various local groups into the national body.
2. Effecting closer cooperation between manufacturers and the operators of the national body.
3. Making a national body instrumental in combating unfair legislation in the country as a whole.

With Berger's appointment as temporary chairman, the meeting adjourned with the understanding that further steps to make the national body a reality would be left in his hands and those of his legal consultants. The sum of \$150 was collected to enable the preliminaries of organization to take place.

Lou Goldberg

loses brother.

NEW YORK CITY. (RC)—Condolences are extended Lou Goldberg, former Executive Director of the Amalgamated Vending Machine Operators' Association of New York, because of the loss of his brother, Sam Horne, who was prominent as counsellor to the dental business here and whose untimely death has been a severe blow to Goldberg, particularly as it came at a time when his own health was affected.

Goldberg has the best wishes of all operators in his new venture as working members of the coin machine industry.

Brodatt Promoted

NEW YORK CITY. (RC)—I. J. Brodatt, formerly accountant with Manhattan Cigarette Service, Inc., has been promoted to manager in charge of sales in reward for the formulation of a plan whereby sales and income in cigarette vending have been increased without an increase in capital expenditure, details of which were published in the February issue of the COIN MACHINE REVIEW. Brodatt brings to his new position a trained and fertile mind as it applies to coin machine vending and his future as a contributor of ideas and an executive in the industry is assured.

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Cigarette Merchandisers' Association

President—GEORGE B. CURRIER; Vice-president—BEN OROWITZ; Treasurer—HAROLD F. PINCUS.

By IRVING SHERMAN

A regular meeting of the Cigarette Merchandisers' Association of New York was held in the Chanin Building, Thursday evening, May 13, at which nearly all members of the Association were present. As first item of business, Martin Berger of Rowe Cigarette Service told of the meeting to form a national cigarette merchandising association which took place at the Hotel Commodore, May 9.

Following Berger's report William Peek of Peek Service, Inc., moved to rescind for a period of two months a bylaw to the constitution of the Association that members be prohibited from offering cash inducements to new locations. Declaring that he was hampered in soliciting business in his territory due to competition with non-members in the trade who offer inducements, Peek believed that if two months grace were allowed him he would be able to make up for business lost. A great deal of discussion followed, and a majority of the members held that this particular by-law was one of the mainstays of the Association and if it were rescinded even for a period of two months the bar might be raised on violations which would be difficult to check. Mr. Peek's motion was voted down.

Next on the floor was a motion requiring that operators, before placing machines, secure a bona fide order in writing from location owners to make the placement of the machine valid. In speaking on this motion, Michael Levy, attorney for the Association, made it clear that if the motion were enacted into law it would allow for many loop-holes; for instance, in the event the bona fide order in writing was obtained subsequent to an actual placement by an operator who, on the presentation of this order by another operator would be forced to relinquish a legitimate location. After other members have been heard, this motion was voted down.

A third motion then was made, this time in a matter having to do with penalties. It was proposed that following the elapse of 72 hours subsequent to notification given a member that a machine must be removed from a location because it was illegitimately there, a period of seven days might ensue, during which time a member would be fined \$5 for each day, for the machine to be removed. If, after this interval, a machine was still illegitimately on a location, the Grievance Committee of the CMA would bring the offending member's case before the Association for its pleasure in the matter. This motion was passed as it was felt



Kindly interested, wise . . . eager to help others and to help the trade at large is George B. Currier, president of New York's Cigarette Merchandisers' Association.

it would be fair to all concerned.

Still another motion was in order, this time the proposal that in the event a change in ownership of location occurred, consent of owner to place a machine would have to be obtained within five days. If such consent was not obtained, the particular location was to be declared a new location and open to placement by all members of the Association within the restrictions imposed on its members by the Association. Due to the prevalence of the belief that this motion would conflict with others in effect, the motion was defeated.

As the evening went on more members were inspired to offer legislation along lines they believed would aid in promoting the strength and welfare of all concerned. Such was the motion to fine any operator five times the amount offered a location as an inducement and to present this fine to the member of the Association who proves the money has been offered. This was defeated, as well as the motion that no operator would have the privilege of having a machine on a location during the summer merely because during winter this machine was kept inactive and practically in storage, as is the case with concessions at resorts frequently.

With motions finally cleared off the floor and most of the members relaxed, the progress of the CMA during its short term of life was reviewed by president George B. Currier. Other members also touched upon accomplishments that had been effected that previously had been thought visionary. The excellent financial condition of the Association, its increasing strength and the willingness of its members to act as a unit has not only helped the members, but succeeded in winning the attention of manufacturers who have also been benefited by the CMA.

"I feel," elaborated Currier, "that in view of the fact that we have made progress and we have in our short life overcome difficulties that have perplexed many an older organization, we ought to signalize the event by a celebration of some sort and inasmuch as June would be time for the submission of a new budget to the members it might also be made the occasion of a banquet which I believe would be in order."

The members lost no time, upon hearing Currier, in moving unanimously for the banquet and the meeting adjourned after one of the most interesting and fully attended gatherings in quite some time.

Asides at CMA meeting:

We nominate for the "He-Can-Take-It-Club": Bill Peek of Peek's Service who saw several pet motions take it on the lam.

For the few words with the most effect: J. Bloom, Cigarette Service.

For the man who can smile any time: President Currier.

For the fellow with all the facts: Charlie Miller, Field Manager.

For the most persuasive and eloquent: Martin Berger, Rowe Cigarette.

A. GOSCH,

Supreme Cigarette Service, may give up certain ideas about operating but he won't give up his cigar. Says Gosch: "CMA meetings are full of ideas, but hanged if I can see anybody handing out cigars."

IMPORTANT

legislation saw the advent of the secret ballot at the last CMA meeting and to make it even more secret some of the members forgot to mark their ballots. Commented one, "Now I'll never know whether I was for or against the motion!"

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LOS ANGELES, CALIF.

Praises Cooperation

of New York operators

NEW YORK CITY. (RC)—In an exclusive statement to the COIN MACHINE REVIEW, Joe Fishman, who is functioning again as Executive Director of the Amalgamated Vending Machine Operators' Association, declared:

"Too much praise cannot be meted out to such men as Marvin Leibowitz, Joe Hirsch and Morris Silverstein for their constant and untiring efforts in behalf of our Association. Without the aid of these men I do not know what I could have done and I want them, and all operators in New York, to know that if any progress is made in the muddle here, the three men named are largely responsible.

"I might also say that I'm glad to be back again doing the sort of work I really think I'm fitted for. As a charter member of the Amalgamated and as one of its earnest pioneers, its success or failure has always been a personal matter to me.

Slots Licensed

FORT ERIE, Canada. (RC)—Fort Erie Council has decided to license slot machines, allowing three machines to each license; additional machines may be operated on the same permit by payment of half the regular fee for each machine so operated. A provision of the by-laws which went into effect is that no machine may be operated within 300 yards of a school.

Frankness

Operator: "What made you so late in quitting tonight?"

Assistant: "I wasn't doing anything and I couldn't tell when I was through."

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COMMENTS

by

Paul W. Blackford



PERHAPS you saw Max Reinhardt's version of William Shakespeare's play, "Midsummer Night's Dream," made not so long ago for the Brothers Warner. Maybe you have seen it on the stage, as it was originally intended that it should be seen. In any event, if you remember nothing else about it, you will probably recall a line spoken by the impish Puck who, shaking his head at all mankind, said "What fools these mortals be!"

Except that there is absent the humor so characteristic of Puck—for he saw the funny side of man's absurdity and witlessness—that same thought is now running through the mind of many a decent vending machine operator in Southern California—that thought or one a bit worse, perhaps. The reason: a very small group (perhaps in the last analysis only one man) acting in a most indecent manner as far as the good of the entire vending machine business is concerned.

The problem is not a new one. It has broken into REVIEW headlines on more than one occasion, but since last summer it has been, apparently, asleep. Now that summer is almost here it has appeared in newspaper headlines once more, and thus is called into the pages of the REVIEW again for the censure it deserves.

A series of newspaper headlines tells nearly the whole story. Says the Huntington Park **Independent**: "Confiscate Machine at S. P. Market—Shiny Dimes Are Displayed with Candy in Vending Device." Says the Huntington Park **Signal**: "S. P. Market Hit as Many Tots Gamble." Says the Los Angeles **Times**: "Child Penny Lure Seized—Gambling Machine at Huntington Park Held Menace to Grade Pupils."

The **Southwest Bulletin** tells another story, a tale of how the market owners are being "persecuted" because they transferred their advertising copy from **Signal** and **Independent** to the **Bulletin**. The latter intimates that other devices containing coins are permitted to run in the same area because their advertising has remained in the first two publications. The **Bulletin** implies that both **Signal** and **Independent** have formed a righteous alliance to further their own interests. But the quarrel between the papers is neither here nor there.

The important fact in the matter—at least insofar as operators of coin controlled equipment are concerned—is that the evil of using money in penny vendors as a sales stimulant has been resurrected. Repeated warnings, logical explanations of dangers involved and just sound reasoning, all have been without apparent effect in deterring one, or a small group of selfish individuals, from jeopardizing the entire merchandising phase of the coin machine business. "What fools these mortals be!"

Reads the account of one of the papers: "Shiny dimes and nickels, temptingly displayed in a candy vending machine at the S. P. Market, Slauson and Pacific Boulevards, caused confiscation of the machine by Captain Graham and Lt.-Sgt. Art Wilson yesterday afternoon, and created an aroused protest against such gambling devices by parents and civic-minded citizens.

"When picked up at the S. P. Market by police, the machine had against its dirty glass display window five nickels and four dimes, intermingled with candy. Youngsters lured by this display were tempted to drop a penny into one of the three slots provided, with the hope that a dime or nickel would roll out along with the few pieces of candy, police declared.

"This is one of the most vicious of all possible gambling devices," Police Commissioner Joe Hollibaugh declared last night, after inspecting the machine, confiscated at his insistence.

"It tempts little youngsters who don't know the meaning of the word 'gamble.' When they see the money in with the candy it sug-

gests the chance that they might get a dime or a nickel or a toy along with the candy. Actually there isn't much chance."

"Holibaugh's observation was corroborated by a local resident who declared he had deposited twelve pennies and each time got only a few pieces of cheapest candy."

Another paper's comments included the following declaration: "... The shiny nickels and bright dimes ... were designed to lure lunch and other spending money from children ... Police reported the machine taken tonight was being operated in an establishment adjacent to two schools."

Said the third paper: "Parents, angry with the asserted device, demanded of Holibaugh that it be seized immediately and that the market which allegedly permitted its operation be placed under abatement. In the event this is done the market, under California law, would be closed for one year."

To any **thinking** operator the situation should be pretty clear. No matter how great the lure, a penny vending machine cannot be put into the slot machine class—it just isn't in the cards, and the returns can't be made to equal, or even parallel, those of a slot machine. So what's the use of trying to make a gambling device out of an honest merchandising machine?

Under threat of being "closed up" merchants can and will become just as clannish as coin machine men. They'll stand together. They will spread the word around. And the coinmen who are thinking of the effect on parents and civic organizations and the effect on tomorrow's business and who are not interested in trying to make a fortune from a penny machine but only an honest sum for an honest investment and an honest day's work, will find the door shut in their faces because of the actions of the selfish individual who has been too grasping and has practiced unwise tactics.

Add to that the loss of the confiscated machines, where money has been part of the display, and the possible loss of operating licenses. To that again, add the probability of killing the spot for any sort of vending machine for all time to come (and that has happened on more than one occasion), and it is clear just how great the need is for keeping the house clean, and just where the responsibility falls.

Perhaps the police wouldn't object if such a machine were installed in a bar or tavern—any place frequented by adults. But keep it away from any location where a child might possibly get at it. To be absolutely on the safe side, discontinue the practice altogether. And in line with that same subject: numbered ball gum machines and any other sort of a machine that is obviously a penny merchandiser trying to climb up into the gambling class should be kept away from children. Cigar stands, bars, night clubs, maybe. Markets, no.

While it is believed that this condition, mentioned often enough in the columns of the REVIEW, is still largely local to Southern California, it is given mention again in order that its spread may be checked, in order that there may be prevented any further growth of a practice which can only be disastrous to the entire vending machine business.

Remember that the public will stand for only so much of any one kind of fooling. After that they'll all be crying, with Puck, "What fools these mortals be!"

Or Blackford

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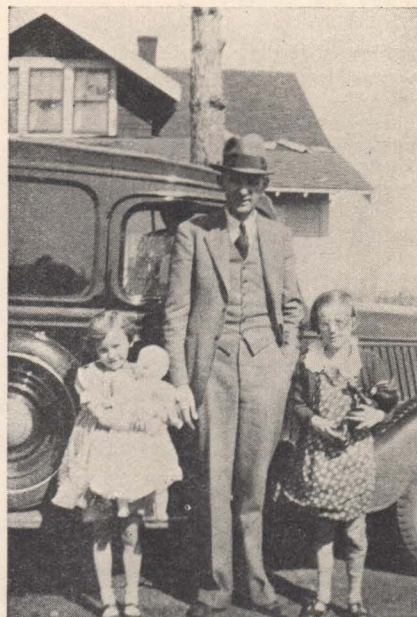
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Bob Henderson, pictured with his two charming little girls, is from Moose Lake, Minnesota. He is famous for his Bob Burns-type of humor, and many an enjoyable laugh can be had with Bob whether he is strictly sober or when he is enjoying a good drink—as he sometimes condescends to do with his many friends throughout the state. Bob's operations include scales, peanut machines, phonographs, and, of course, a large route of the latest pin games and slots. But he wants it known that his future in the coin machine business depends upon his sure-fire bread-winners in the more stable lines.

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KANSAS CITY

KANSAS AND MISSOURI



News from the Heart of America

By B. K. ANDERSON

KANSAS CITY. (RC)—"There's gold in them thar Missouri valley wheat and corn fields this year." For the first time in almost ten years, this section of the country has received a normal rainfall. Without question of a doubt there will be a greater local income and buying spree this year than at any time since the boom days. Grain prices are sky-high, most companies have increased wages and salaries, word has gotten around that the drouth is over and local operators, especially those with rural locations, are looking forward to that season they have been waiting for.

High on the list of operators who expect to have their coin boxes filled to capacity by this farm boom are C. L. Livingston and H. H. Younkin who headquarter in Wichita, Kansas, and operate between that city and Kansas City. Both recently stopped over in Kansas City but termed their stay here: "Entirely a business trip."

Livingston and Younkin's locations are spread out along a 250 mile line that runs through one of the richest wheat sections in the world. In fact, Wichita not only has the farm market but is fast becoming an important oil center, which might explain the extensive expansion that Dave Marion has been doing in that vicinity. In the past year the stock and floor space of his Marion Co. have been doubled, and according to all reports the same holds true of his extensive list of locations.

Livingston and Younkin report that bumper-type games are the most popular marble tables on Kansas locations and that in the past few months ray guns have been cornering a lot of choice Sunflower State locations.

Ivan Nelson, a new and popular recruit to Kansas operating ranks, has just returned from a ten day vacation in Colorado. Accompanied by his wife, he spent most of the time driving, and his itinerary included Denver, Colorado Springs, the Royal Gorge and other Rocky Mountain points. Not only did he get a much needed change of scenery, he said, but also picked up some good ideas about machines and locations which he intends to try out on his Kansas route.

Local interest in machines that vend merchandise such as candy bars, confections of all sorts, and cigarettes has risen so that they are really having their day in the midwest. This spring has seen the greatest expansion in this type of location, according to local old-timers, and the more than encouraging receipts from these machines points to even greater popularity. Local theatres are among the newer locations to take a very kindly interest in these devices.

Central Distributing Co., always quick to sense merchandising trends, has enlarged space devoted to this type of equipment, and filled in their line more completely, according to R. F. Mason, co-owner of Central.

When Elmer Darkow, Cederburg, Wisconsin, operator visited brother Gilbert "Dutch" Darkow, local operator, here last month, unknowingly he set the wheels in motion for another Darkow vacation. This time it was "Dutch," who with Joe Winton, United Amusement Co.'s slot mechanic, made a week-end trip down the Ozark Mountain way. Their route included Roaring River State Park, Eureka Springs, Arkansas, and Springfield, Missouri, which is the scene of Andy Reobori's activities. Darkow and Winton report that they spent several hours in Springfield looking for Andy and expressed deep disappointment at being unable to locate him.

Upon leaving Springfield they continued to Aurora, Missouri, which is Winton's home town, and visited his parents there. Upon returning to Kansas City they reported that both the Ozark Mountain region as well as the Lake of the Ozarks district, which are thickly spotted with vacation resorts, and have suffered financial reverses in late years due to the drouth, have had a wet spring. Vacationist and tourist trade is making a great come-back; operators are putting machines back into locations that previously failed to pay, and opening many new spots.

That operating runs in the family like professional and other callings do, was brought out here recently by the entrance of Frank Ferrara and Corred Crownover to the operating fraternity. Frank, whose brother, Carl Ferrara, has long been a coin machine operator in El Paso, Texas, also has an aunt as well as several other relatives following the golden call of the

coin chute. But contrary to the usual procedure of this case when the young man is taken into the business and sort of nursed along, Ferrara and Crownover have started out on their own, establishing their own credit, securing their own locations, and even choosing the type of equipment they believe they can make pay. Their first purchase was a block of peanut vendors, locations for which they had secured in advance.

There is one thing certain, new ideas, new blood and enthusiasm has never harmed any industry; local operators have been more than cordial in welcoming these two young operators to their ranks.

That last advance that every operator dreams of making some day in the line of operator-dealer-jobber-distributor-manufacturer, has been achieved by Carl "Square Deal" Hoelzel. Within the next two months, his United Amusement Co., now operating extensively and also in the dealer-distributor end of the game, will enter the field of manufacturing and complete the cycle.

His two initial manufacturing ventures are a counter game and a rifle sand-stop unit. This latter, known locally as the "Target S" set-up, has proved very profitable to local operators recently and is run on the one-pay, jackpot, system. Both units have been developed by Hoelzel, even to the drawing of the plans, and are now in the trial period of perfection.

Householder (hearing noise downstairs): Who's there?

Burglar (with great presence of mind): This is station KDKA now signing off until seven o'clock tomorrow. Goodnight, everybody.



LAP E L WATCHES

If it can be sold for less, Hagn does it! This fine LapeL Watch with lustrous black enamel cases and leather cord attachments in flashy display boxes. Reliable Amer. made mvt. and fully guaranteed. Retail price \$1.50. Order No. R17 at our feature price.

Each..... 79c

In lots of 36 or more. Each..... 77c

Postage additional. If you don't have our catalog, ask for it and please mention your business.

JOS. HAGN CO.
Wholesalers & Importers
223 W. MADISON
CHICAGO

ATTENTION: VENDING MACHINE OPERATORS

WRITE FOR FREE SAMPLES AND PRICES OF OUR NEW PEANUT-SHAPE CHEWING GUM

Will vend in any peanut vending machine.
A fast seller—people buy it because they like it.

U. G. GRANDBOIS CO.

KALAMAZOO, MICHIGAN



Everything is going **UP!***

Paper has gone UP!

Ink has gone UP!

Labor costs have gone UP!

Operating costs have gone UP!

In the face of these increases it has been necessary for the COIN MACHINE REVIEW to make slight adjustments in its advertising rates. Aside from this nothing is changed—the REVIEW will continue its policy of fair practice and good service to the advertiser, will maintain its policy of truthful news and worthwhile feature material for the operator. It is only by remaining on the same foundation used from the start that the REVIEW can maintain its leadership of the field as the "No. 1 Magazine of the Coin Machine Industry."

The new rates, effective with the next issue, the July Anniversary Number which will be published July twelfth, are shown at right.

* **OH, YES—**

Circulation has gone up, and so has the confidence of its readers in the REVIEW.

Rate Card No. 8

Effective July 1, 1937

Coin Machine Review

A National Magazine of the Coin Machine Industry

1113 Venice Blvd.
Los Angeles, Calif.
Fitzroy 8269

35 E. Wacker Drive
Chicago, Illinois
Central 1112

GENERAL ADVERTISING:

Per inch—\$2.25.	
Page (3 Col. x 10").....\$60.00	1/3 Page.....\$22.50
1/2 Page.....32.50	1/4 Page.....17.00
2/3 Page.....45.00	1/6 Page.....11.25

If space is contracted for in advance, and run for 12 consecutive issues, 10% rebate on the basic rate will be allowed on completion of contract.

COVERS (non-cancellable):

2nd and 3rd cover.....each, net \$ 75.00
4th cover.....net 100.00

COLORS:

Red, net, extra.....\$10.00
Any other color, excluding gold or silver.....12.50

Publisher to control location of advertisements in color forms.

BLEED PAGES:

\$5.00 per page additional. Plates to be 9x12 inches. We trim to 8 3/4 x 11 1/2 inches.

INSERTS:

2 pages, net (No contract discounts).....\$ 60.00
4 pages, net (No contract discounts).....100.00

Leave allowance of 5/8" on head. \$10.00 extra charge for labor on inserts without this allowance. Inserts must be shipped PREPAID.

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5c per word, \$1.00 minimum. Cash with order. No agency discounts allowed.

COMMISSIONS & DISCOUNTS:

Agency commission of 15% allowed to established and well rated agencies if payment reaches office of publication within 30 days from date of invoice. All advertising invoiced on date of publication. No cash discounts. No agency discount permitted on color or bleed charges.

MECHANICAL REQUIREMENTS:

Type space is 3 columns (41 picas) wide, 10 inches deep. Each column is 13 picas wide with one pica between. Cuts should be 100 to 133 screen, and must be furnished by advertisers.

CONTRACT AND COPY REQUIREMENTS:

Publisher reserves the right to refuse advertising copy deemed fraudulent in statement, extravagant in claim, or unfair and injurious to the general welfare of our readers.

ISSUANCE AND CLOSING DATES:

Issued on the 12th of every month. Final advertising forms close in Los Angeles on the 5th. Editorial forms close on the 1st. Inserts must be shipped to reach us by noon of the 10th.

CIRCULATION:

Reaches the Key purchasers of coin controlled equipment throughout the United States with a 100% complete coverage of the operators in the 11 western states. Select international circulation. Current breakdown gladly furnished upon request.

Four-Year-Old Boy Claims "Youngest Operator" Title

Homer Capehart Flies to Coast to Start Stanley Nathanson in Music

By Paul W. Blackford

NEWS? Yes, big news, and a scoop at that! Here it is:

Bill Nathanson's son, at the age of four years, becomes the youngest music operator in America—probably the youngest in the world. And, of course, he uses Wurlitzer machines.

Bill has long been a Wurlitzer enthusiast, you

know. Western operators know about it from having met Bill, who talks Wurlitzer incessantly. Eastern and Midwestern operators know of the fact from having read Nathanson's enthusiastic comments about Wurlitzer equipment in the pages of the COIN MACHINE REVIEW.

Says Bill, in a typical speech of Wurlitzer enthusiasm: "Of course I'm a hundred per cent for Wurlitzer. Who wouldn't be? Wurlitzer phonographs can't be beat for either operating or location satisfaction. TONE? It has more than you can imagine; locations and patrons are more than pleased with it, and the operator is proud to own such fine-sounding equipment. VOLUME? It has volume to spare; the largest spot is adequately supplied with music when a Wurlitzer machine is in operation. EASE OF SERVICE? It's just a breeze to change records and needles, and as for making adjustments and repairs, why, there just aren't any to be made. LONG LIFE? Here's how it is: Wurlitzer phonographs are built to stand all sorts of hard-usage, and as for BEAUTY, they simply cannot make them any nicer.

"And PROFITS? Why, man, you don't know what profits are until you've used a Wurlitzer-Simplex. You bet I'm sold on Wurlitzer, and with half a chance I'll sell everyone else, too."

But that's getting away just a little from the point of the story.

When Bill's daughter, Nettie, was married, the question arose as to what to give the young couple as a wedding present, something which they could benefit by for some time to come. An automobile? Well, they already had one. Dishes? They break easily and too soon. A cashier's check? The youngsters refused to accept



Nathanson, Wurlitzer, Capehart, world's youngest music operator, and, incidentally, cigars, which didn't scare Stanley at all.



Daughter Nettie and husband; their wedding gift has been reinvested.

that as a gift. They were young and ambitious and wanted to make their own way in the world. However, there was one present that they did not refuse. In fact, they were more than happy to get it. It was four brand new Wurlitzer phonographs. The four are still in operation and naturally others have been added by the young couple out of the profits derived from them, so that now there is quite a string of phonographs. In this way the wedding gift was far more practical than anything else that Bill could possibly have chosen.

To avoid jealousy in the family and in order to give an ambitious young man a good start, Bill decided to give his four-year-old son, Stanley, a 1937 Wurlitzer, just as a beginning. Well, if he is as good an operator as he looks, there certainly will be no reason for Bill to be disappointed in him.

Ever a travel-lover, Homer E. Capehart, Wurlitzer vice-president, welcomed the occasion as a reason for flying to the Coast. What executive, no matter how busy, wouldn't want to be present at such an auspicious beginning?

To Los Angeles, then, flew Capehart, to make personal the handling of the contract whereby Stanley Nathanson received vested title to the Wurlitzer phonograph with which he starts operations, to extend congratulations to the young man on his new venture and to his father for his use of such obvious good taste.

Asked for his opinion of Wurlitzers, Stanley made sounds of pleasure deep down in his throat, smiled, touched the new machine gently and with a good deal of pride.

W. P. Bolles, credit manager of the Rudolph Wurlitzer Co., who

was present at the time with Mr. Capehart when Stanley Nathanson's name was added to the list of Wurlitzer operators, pulled out his pencil and notebook and proceeded to make a chart of what Stanley's future would be if he were to reinvest the receipts derived from the phonograph in the purchase of additional instruments. The following is a resume of his tabulation of figures.

If Stanley will reinvest his net profit from the first phonograph as purchased June first, he can purchase on Wurlitzer contract his

Second one	September 7
Third one.....	November 30
Fourth one....	February 8, 1938
Fifth one.....	April 12
Sixth one.....	June 1.



Wurlitzer Credit Manager Bolles; his pencil produced neat computations on the projected growth of Stanley's present.

Therefore, in a period of one year, he will have a gain of five phonographs. At that time he will have entered kindergarten and if he knows his arithmetic he will continue his tabulations to his benefit from then on.

Tom Catana volunteered to service and operate the phonographs for Stanley Nathanson. "Yes," he said, "I will charge for my time and naturally for purchase of records, but it is not a question of money with me to as-

sist Stanley. I owe it to his Dad, Bill Nathanson. In 1935 I worked as a service man for a local operator and Bill Nathanson advised me then to go into business for myself. I obtained a loan to make the down payment on the purchase of 10 Wurlitzer 1935 Phonographs. These 10 have been fully paid for long ago. In 1936, I purchased 10 more 1936 Wurlitzers and these 10 will soon be entirely paid for. I already operate several 1937



Tom Catana—special service.

Wurlitzers and I am confident that before the year is over, I will have 30 Wurlitzers in operation. So, speaking for myself, Wurlitzer phonographs have certainly done a great deal for me."

Phil Brown, Mayor of Bakersfield, if you please, well known for his healthy sense of humor and keen wit, was present on this auspicious occasion. When asked by Mr. Bolles as to what he thought of the nice investment made for Stanley, he replied: "You men take everything too seriously. Personally I believe that if Hitler and Mussolini would offer Wurlitzer Phonographs as a gift

for larger and better families in their respective countries, they would not have to pay actual cash to their fraus and signoras to do their patriotic duty to their country. I, gentlemen, have done my duty.



Bakersfield's Mayor Brown; for him Wurlitzers and barbecued spareribs.

I have given Mr. Nathanson an order for 20 more Wurlitzer Phonographs for immediate delivery, and it is just about time for us gentlemen to go around the corner and get some real nice barbecued spareribs."

BOOST SUMMER SALES WITH THE

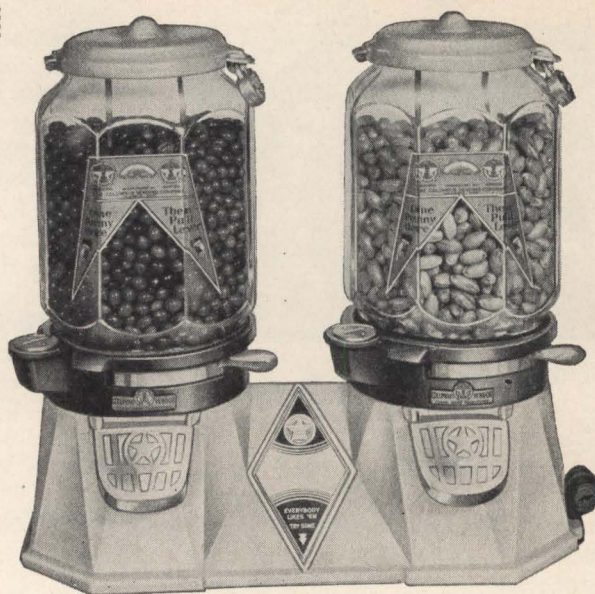
"Columbus"

BI-MOR Merchandise Vendor

Right now is the time to bring your route up to date for bigger summer profits—install the popular "Columbus" BI-MOR Vendor.

Experienced operators everywhere acclaim the merits of the BI-MOR. They like its many easy-to-service features which save both time and money, its attractiveness which invites steady sales, and its dependable construction backed by almost a third of a century of vending machine manufacturing experience, which is your assurance it will stay on the job day after day earning steady profits for you.

Try this exceptional money maker in these summer locations—swimming pools, parks, amusement and recreation centers, fairs, etc. You'll be surprised at the BOOST it will give your summer profits.



Write for **FREE Folders** Describing "Columbus Vendors" in Detail

Distributed by

• VIKING SPECIALTY COMPANY •

530 GOLDEN GATE AVENUE

SAN FRANCISCO, CALIF.

34

Western Vending Machine Operators' Association

President—LEW B. BUETER, 218 West Seventy-fifth Street, Los Angeles; Secretary—PHIL EISENDRATH, 1555 Merriman Dr., Glendale, Douglas 1515; Treasurer—J. H. SCOTT, 1928 Montrose Street, Los Angeles, FIitzroy 5369.

MEETING OF MAY 24

The rather short May meeting of the W.V.M.O.A. was marked by a rather light attendance; in all there were present some sixteen Association members. President Lew Bueter, like a number of others in the group, had been called out of town on business, and in his absence the chair was capably filled by "Steve" Brodie.

Chief item for discussion at the session was a continuation of the subject of tax assessments. Members present added to the store of information on the matter from their own experience, and Treasurer J. H. Scott outlined such further findings as he had made since the April meeting of the Association.

Three newcomers were admitted to Association membership, indicating that continued growth of the organization is still possible.

At the next meeting, scheduled for June 28, officers for the coming year will be elected, and a full attendance of members

is expected and urged. Recently-absent members, take notice. Faithful members, take note and round up those who have strayed away. We know that business is important, but we hope that at least this one night a year you will put off everything else and be present to make a hundred per cent attendance for elections. The meeting place is, as usual, Clifton's, 648 South Broadway, second floor; the time set is 6:30 p.m.

Pin Games

reappear in Winnipeg.

WINNIPEG, Canada. (RC)—Pinball machines—minus their illegal automatic pay-off devices—are once more beginning to appear in Winnipeg. A ruling by Magistrate R. B. Graham that such modification would clear the proprietor of prosecution under the Slot Machine Act, has led storekeepers to restore the machines.

The reward now left to the player is a matter of free games, although he may not put his "winnings" back into the machine himself. Under the regulations if the storekeeper gives the money to the customer instead of inserting it in the machine for him, he can be prosecuted for running a gaming house.

Werts Novelty

boosts employment,
salaries.

MUNCIE, Indiana.—Only a few months ago announcement of a big addition to the comparatively new Werts Novelty Co. plant here, appeared in the COIN MACHINE REVIEW. Now comes further news that the enlarged quarters are already becoming crowded, due to the increase in business the firm is enjoying. Mushroom growth is said to have begun with the introduction of the well-known Jack Pot Card and Ticket Jar deals, and company officials report that acceptance and popularity of the latest of these, Ro-Wo-Be and POK-er-Bok, is little short of sensational.

In upping production, President Fred Werts reports, personnel of the firm has been boosted 50 per cent. In addition a further return to good times is indicated in salary increases to all workers, ranging from 10 to 25 per cent, and continuation of the bonus system. In all, Werts Novelty's staff, including home and part-time workers, numbers approximately 4,500 persons. Particularly noteworthy is Werts' home employment of people who are partially disabled and unable to secure work of a more definitely physical nature, and part-time employment of many who for other reasons had been unable to secure regular employment, thus alleviating conditions in Muncie and its environs to quite an extent.

Operator: "Your boy friend talks too much. He rattles like an old Ford."

Operator's Daughter: "I know, Dad, but his clutch is so different."

THE "HI-LOW" COMPLETE TOY PACK

Contains 275 to 300 Novelties and Toys for one complete fill
for 1c Novelty Vending Machines, packed by:

M. BRODIE, 2182 Pacific Ave., LONG BEACH, CAL.

3311 Ross Avenue, Dallas, Texas

1120 South Park, Omaha, Nebraska

Distributor: "MASTER" Novelty Vendors—Mail Orders filled promptly.



The PADDED CELL PROTECTS YOUR PROFITS

Somebody with a sense of humor and a chunk of chalk scribbled "PADDED CELL" on the door . . . the tight-locked door of a queer little room in the Bally factory. Step inside the "Padded Cell" and you see a wild array of mysterious mechanisms . . . *designed to automatically abuse every part and every material built into Bally Games.*

Your profits are protected in the "Padded Cell" testing-laboratory at Bally. By means of strict tests conducted there, Bally engineers reject materials which do not measure up to the high standards of Bally Quality . . . and select only the best of materials available, *regardless of cost.*

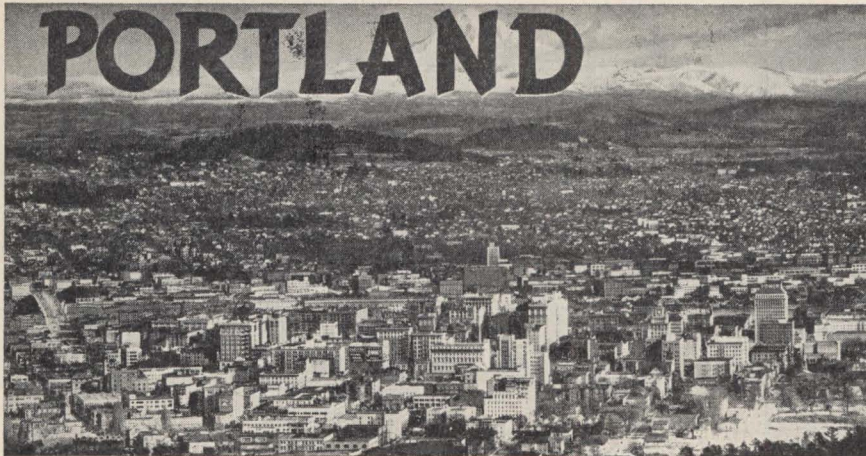
That's why you get more for your money when you invest in Bally Games. You can actually *see* this extra value in the brilliance and beauty of Bally Games. The "come-hither" flash for which Bally Games are famous is no accident. It's due to the fact that from three to five more colors are used on the cabinet, panel and back-glass than are used in similar products. And they are better colors, too . . . the best that money can buy.

In the "guts" of your Bally Games you find the same high quality visible on the sparkling surface. *More material. Better material. Stronger material.* Wood that is more expensive, but eliminates warpage. Metals that are more costly, but which possess greater strength and corrosion-resistance. Electrical and mechanical parts that are built, not to trim costs, but to do the job right.

And what does this extra value mean to you? Stop and think . . . about eye-appeal, the first requirement of earning-power . . . about freedom from service grief . . . *about the consistently higher re-sale price you get for Bally Games.* If you "know the ropes" of successful operating, you know what Bally Quality means to you!

•
B A L L Y
MANUFACTURING CO.
2640 BELMONT AVE. CHICAGO, ILL.

PORTLAND



BELIEVE IT OR NOT—

that champion wrestler, the Red Shadow—mask and all—was in Portland the other day inquiring about prices of machines, declaring that he had a relative in the East who was in the business, and he thought he might like to get into it, too. This may well become a menace to other operators. Just imagine trying to bump his locations—and imagine the result when he got even by trying one of those fancy back-breaking holds.

YOU'D THINK.

from the way Harry Wolcher has been inviting every op in the territory to "come out and take a ride," that he'd bought a battleship or an ocean liner, but he didn't. The new boat of which Harry is so proud is a 13-footer and very neat and trim.

R. C. MOFFITT

dropped into Western Distributors' headquarters in Portland the other day with an eager gleam in his eye and a question as to "Where that Schick razor, kept for extra-hirsute ops, might be." It seems funny how Norman Nemer, Jack Lakefish and Moffitt always seem to need a shave. Moffitt, incidentally, is from Toledo, Washington.

HUGH ADAMS

breezed into town from Yakima sporting a brand new Oldsmobile coupe. It seems that those Caroms bumped Hugh up a notch.

HUGH HAMMERLY.

who always has been known as the busiest op in the state, is now wondering how he is going to do all his work with his recent appointment to membership on the board of directors for the Operators' Association piled on. The boys are expecting great things of Hugh and everybody figures he is going to start making his own phonograph records for that terrific string of Rock-Olas he just bought from Western Distributors. (Will the Rock-Ola advertising department please take note?)

WE ARE ALL

glad to know that Lou Dunis, who was severely injured in the automobile accident which cost the life of Sol Schneider, is resting easily and is declared, by his doctors, to be out of danger. We all want

you to know, Lou, that our hearts are with you and we wish you a speedy recovery.

C. W. BENDER

must have been bumped out of a couple of locations judging from the way he came tearing in to Portland to get some new bumper-type games.

JACK NELSON.

Rock-Ola vice-president, sent Harry Wolcher a nice letter recently telling what a delicious salmon Harry shipped him. Now Harry hopes the bones stick in his throat—unless Nelson retaliates by sending a couple of end-tables from the factory as a wedding present.

JACK THOMPSON

"from over the hills" is still calling Portland long distance collect and threatening to pay a visit to town.

THE AIRPLANE BUG

has certainly bitten Bud Kinney of the Hart Amusement Co., because every time he gets a chance he jaunts down to Portland on that fifty minute Mainliner from Seattle. Of course it might not be the planes, but the cakes and salami he invariably goes back with. How about it, Bud?

LOUIE POLIN

was in from Klamath Falls recently with some tall fishing tales. He has promised a leading Portland distributor some of those prize rainbow trout, and it is to be hoped that he reads this page and takes the hint.

WHAT HAS

Harold Carvall of Centralia been doing with all that money he has been making from all the games he has been getting lately? He just called a Portland firm and said he wanted twenty-five more.

TIM KELLY.

according to all reports, is really going to town up Olympia way.

F. E. TOMLINSON

of Kelso, looking like a retired banker, just bought some more Rock-Ola phonographs.

BURT WILLIAMS

is tickled to think he can pay Portland's Western Distributors a call now without Budge Wright's taking his shirt off his back. Budge has definitely made his headquarters at Seattle as manager of that city's office of Western Distributors, and he is said to be doing a mighty nice job up there. It seems as hard in Seattle as in Portland to resist that "Wright smile" that he flashes on the minute he sees you.

NAT SCHOEN

appeared the other day with a couple of black eyes, but otherwise looking like the cat that swallowed the canary. Portland coinmen would certainly like to see what the other fellow looked like.

PEOPLE WONDER

if Thelma Oliver is ever going to get time to take that Hawaii trip Harry Wolcher promised her as a bonus. It's a two-to-one bet that Harry could find time to take it for her if she is too busy.

NEAL ELLIS

is the father of a bouncing eight-and-a-half-pound boy. Mother is fine and Neal wears such a grin on his face these days that you'd think he had done the whole darned job by himself.

A MATTER

of great moment was finally decided a few days ago when Frank Weaver sold that "practically new" truck.

Mom: "Willie, run across the street and see how old Miss Brown is."

Willie (later): "Miss Brown says it's none of your business how old she is."

ADVANCE VENDING MACHINES

110 Models



ADVANCE "DUO"

Write for Catalogue No. 37

ADVANCE MACHINE COMPANY

4645 Ravenswood Ave.

CHICAGO

ILLINOIS

LONG BEACH COIN MACHINE EXCHANGE

SALES AND SERVICE

NEW AND USED MACHINES

Our Motto: "We Aim to Please"

1628 E. Anaheim

LONG BEACH, CALIFORNIA

Phone 623-278



Washington Amusement Association

President—W. H. SMITH, Chehalis; Vice-President—O. A. BROWER, Cosmopolis; Secretary-Treasurer—ALBERT H. FARMER, Seattle. Address correspondence to Mr. Farmer at 420 Denny Way, Phone MAin 5140.

"The best time to be had in many a year" is the promise of the W.A.A., as preparations are going forward for the Association's first big entertainment, a gala stag party, to be held June 22 at the New Washington Hotel.

The committee of Seattle men who are handling the details of the affair, W.A.A. Directors Roy Erickson, Alex Lewis, Albert H. Farmer, and Field Representative Arthur Anderson, have lined up a program of entertainment deluxe. A lavish banquet, at which will be served the finest foods and best liquors, a stage show consisting of a crack dance team, and music, are just a few of the features of the evening.

Notices of the affair will be mailed out, and all operators of the State of Washington, whether members or non-members, are urged to attend the informal stag party. The June 22 event is the first of a series of good-will gestures that the W.A.A. is holding to cement the cooperation and friendship of operators throughout the state. Local jobbers are arranging for attractive display of the latest in games the day of the big party for the benefit of out-of-town operators who will journey to Seattle.

Beginning June 29, members of District No. 1 of the W.A.A. will hold regular monthly meetings to discuss affairs in their district. The meetings will be held the first Tuesday of the month, in addition to those of the directors on the second and fourth Thursdays of each month, and are the result of the Association's efforts toward localized activity to strengthen the statewide organization.

Plans are now being formulated for the issuance of a semi-monthly bulletin, which will contain news of the Association's activities and general news of the coin machine industry in the Northwest. The object is to keep every member informed on the doings in the field. The bulletin will contain six pages, and all members in good standing will be listed in each issue. Arthur Anderson, field representative of the Association, and a veteran in publicity and advertising work, is in charge. Definite date for publication of the first number has not been announced as yet.

License Payouts, one-shot in King County, Washington.

SEATTLE, Wash. (RC)—A sharp revival of pin game activity in King County was seen here with the officials' recent action in licensing automatic pay-out tables and one-shots.

The resolution adopted by the Board of County Commissioners provides for licensing machines to owners who have lived in King County for five years or more, prohibits minors under 18 years of age from playing, bars all machines within 500 feet of schools, and provides penalties in the form of revoking of licenses and heavy fines for violators.

Annual license fees established consist of \$15 for pin games, diggers, and rotary merchandisers, and \$2.50 a year for counter games.

Immediately after the resolution went into effect, jobbers and operators realized a stimulus in business, with jobbers receiving heavy shipments of one-balls and automatic pay tables and with operators placing many pieces of new equipment on location.

Short Shots from the Northwest

By LOUIS KARNOFSKY

TACOMA, Wash.—Cigars were recently being passed around coin machine circles in these parts, for Operator Phil Shelly of this city became a proud papa on May 16. Mrs. Shelly presented the well-known local coinman with a six-pound 15-ounce girl, who has been christened Joanne Christine. Congrats, Phil!

HELENA, Mont.—Friends of Operator Marck Ely are happy at his return to good health after a long sick spell.

IDAHO FALLS, Idaho.—This section welcomed a new operator to its fold recently in the person of Vic Sager, who is operating Wurlitzer phonographs and Skee-Balls. Early reports show Sager is going over in a big way with location owners of northern Idaho.

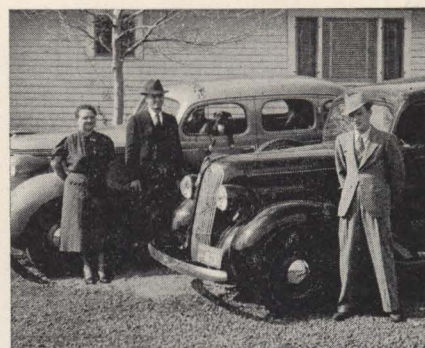
Chet Whipple, of Yellowstone Specialty Company, continues to win and keep the respect of business associates and competitors alike for the fine way he carries out his operating activities. *Keep up the good work, Chet!

GREAT FALLS, Montana.—Bruce Dalton and Del Grassechi, two well-known operators in these parts, have combined their interests and formed a partnership. The move was made to enable them to extend their field of operation and carry on their work on a larger scale. Dalton and Grassechi handle all types of coin-controlled equipment.

MISSOULA, Montana.—W. R. Olney, veteran operator of this city and sections of Idaho, reports that his coin machine business has been undergoing a steady rise here, especially in regard to automatic music.

Tourist Influx Expected

DENVER. (RC)—Colorado vending machine operators at present are extremely busy relocating and repairing machines and getting everything in readiness for what is expected to be one of the biggest tourist seasons in the state's history. An estimated 1,509,453 persons will visit Colorado this summer, authoritative sources predict. These visitors will spend around \$88,303,000 in the state, and of this sum over seven million dollars will be spent in amusements, a good percentage of which should go to coin amusement machines. Of interest to owners of vending machines is the fact that the visitors will spend an estimated \$5,298,180 on candy and refreshments.



A portion of their newly completed home provides a background for this photograph of Walla Walla (Washington) Operator E. G. Shaw (center), Mrs. Shaw, and Jack R. Coolidge, one of the assistants in the E. G. Shaw Co. Also shown are the Shaw's new 1937 Studebaker, the nose of one of their new 1937 Plymouth panel trucks, the nose of an earlier model canine friend. Shaw has been in the pinball business since its start, has grown to be one of the largest operators in his part of the country. All his "newness" is an obvious indication of the possible prosperity that comes with wise operating.

**WE WILL MEET ANY ADVERTISED
OR PREVAILING LOS ANGELES PRICE
on New or Used Equipment!**

PAUL A. LAYMON

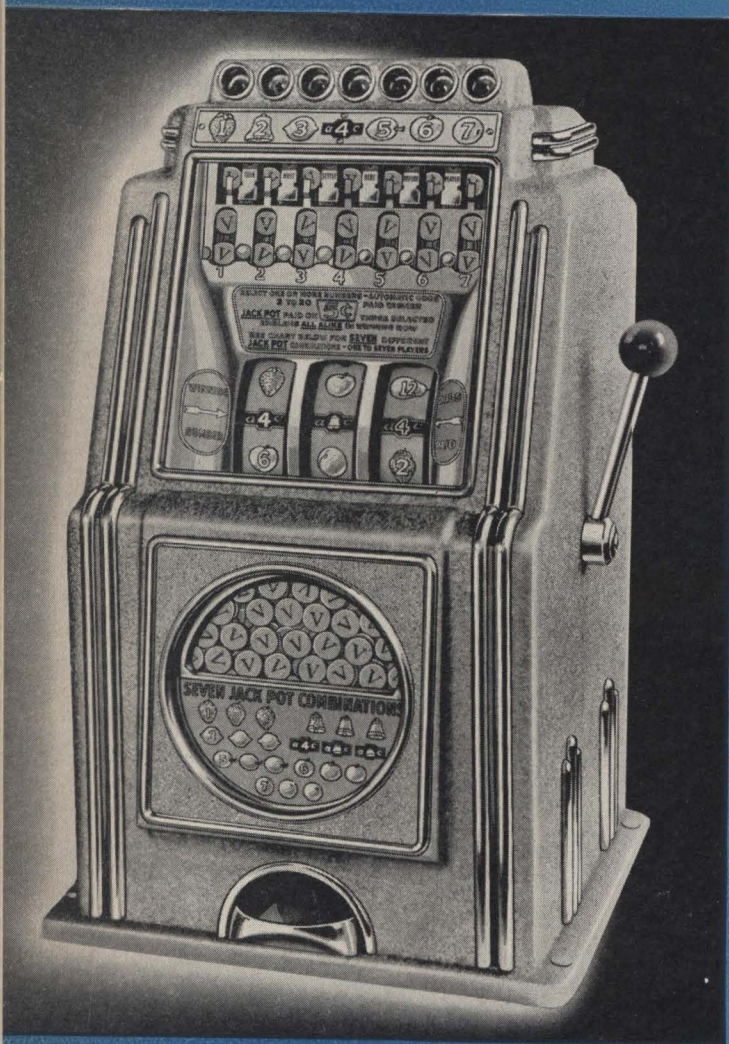
Distributor and Jobber of Quality Coin-Operated Machines

1503 WEST PICO

LOS ANGELES

THE *Only* MACHINE OF ITS

YOU MAKE **7** TIMES *More Profit* WITH THIS SENSATIONALLY NEW **7 PLAY-7 JACK POT AC MULTI-BELL**



Patents Pending

Sensational? Sure, it's sensational! This remarkable new 7 play 7 Jack Pot Multi-Bell has literally swept everything before it. Locations that were long recognized as "poor pay" have snapped out of the cellar and are showing BIG earnings. Operators who know what action—fast action—means have acclaimed this remarkable machine the answer to all their demands for player appeal—stepped up action—greatly increased profits and a mechanical perfection that insures husky dependability coupled with smooth, flowing performance.

This exceptional machine is not just another Bell. While it has all the worthwhile features of a Bell—it gives you **SEVEN MACHINES IN ONE—SEVEN TIMES THE PLAYER ACTION—and SEVEN TIMES THE PROFIT.**

It has 7 winning combinations—7 Jack Pot payouts, one for each number—while seven people can play at one time. That's why it is the **ONLY MACHINE OF ITS KIND IN THE WORLD!**

It's amazingly new and distinctively different—modern in design—beautifully contoured—unmatched for eye appeal and all around attractiveness. It will exceed your fondest dreams for location acceptance and real dependability. That's why we stress the point that the pioneers in the coin machine industry, Adolph and Arthur Caille, developed this particular model after three years of intensive experimental work and only now release it as the proved, tested, mechanically perfected model it really is.

A C NOVELTY COMPANY

8603-23 Epworth Blvd. • Detroit, Michigan

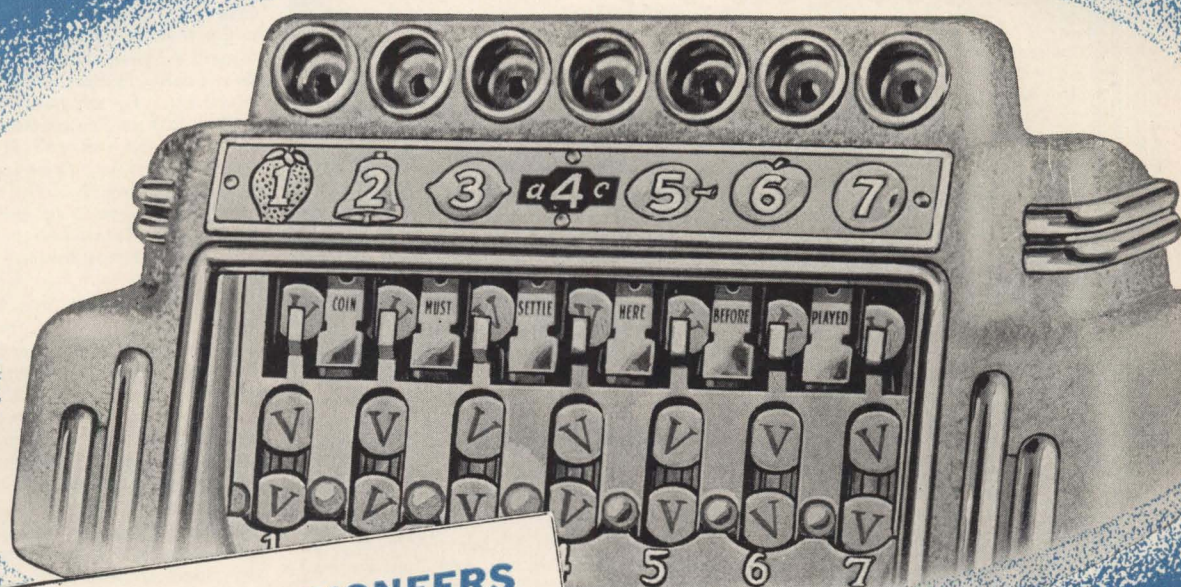
A C Novelty Company is not affiliated or connected in any way with any other manufacturer in the coin machine industry.

7 MACHINES
FOR THE PRICE
OF ONE

7 CAN PLAY
AT ONE TIME

7 TIMES
THE
ACTION

KIND IN THE WORLD . . . !



**BUILT BY THE PIONEERS
AND BACKED BY 40
YEARS of EXPERIENCE**

**IT'S NEW IN DESIGN, CONSTRUCTION, PRINCIPLE,
APPEARANCE AND IN EARNINGS . . .**

Seeing is believing and you've got to see the new A C 7 Play 7 Jack Pot Multi-Bell before you can believe what it offers you as a dealer. Here's the keenest, fastest, biggest money-making coin machine on the market — and our hat's in the ring to prove it! It was designed by Adolph and Arthur Caille with just two objectives in view—First: to work perfectly as an integral mechanical unit. Second: to provide operators with a machine that would show unexcelled earnings — and do it consistently. You be the judge! Write, wire or phone for complete details and prices — or contact your closest A C Novelty Company Distributor and let him SHOW YOU!

A \$250,000 MACHINE—PROVED, TESTED AND CRAFTSMAN-BILT



**7 SEPARATE
JACK POT
COMBINATIONS**

**7 NICKELS OR
QUARTERS INSTEAD
OF ONE**

**7 TIMES
THE
EARNINGS**



Detroit Firm

expands rapidly.

DETROIT.—Like the man who mounted his horse and rode rapidly off in all directions, Detroit's General Amusement Devices Co. has gone into a number of new territories and has added several major lines, resulting in a tremendous increase in the company's business volume, according to recent report from General Manager Harry Chereton.

Demand for games and slot machines for export into France, England and other countries reached such proportions that it was necessary for establishment of a special department which is now equipped to handle this highly specialized field; sizable shipments are going out almost daily.

Legalization of pin tables in Jackson, Michigan, has increased business considerably, with quantity orders coming in from old and new customers. The firm's centralized location in downtown Detroit has made it convenient for calls from numbers of operators from Canada, where pay tables are reported currently popular. To give even better service to Ohio operators, many of whom had been visiting Detroit headquarters, Gadco recently opened a branch in Toledo, celebrating their entrance into this territory with a big party for operators and jobbers at the Commodore Perry Hotel. Chereton and Sales Representative Al Schlesinger, were hosts at the affair.

Several new servicemen and helpers have been added to the service department, and addition of two new Dodge trucks has speeded deliveries, according to report.

Slogan of the firm is: "After we sell, we serve."

INDICATING

their interest in the welfare of operators, Detroit's General Amusement Devices Co. recently went to bat against the Detroit police department which had rescinded licenses on a currently popular game, claiming it did not bear their stamp of approval. After several weeks of effort, it is reported, the firm succeeded in getting the license reinstated.

MRS. EARL BARBEE,

of Detroit, has purchased 500 Rock-Ola scales from James A. Passante, of the J. and J. Novelty Co. These scales are located in beer gardens and beauty shops chiefly and Mrs. Barbree does all her own collecting. The service men have keys only to the upper part, not to the cash box.

Sixtieth Birthday

celebrated by musician.

DETROIT. (RC)—John A. Marquette, owner of the Marquette Music Co., celebrated his sixtieth birthday, May 22. Marquette has been in the coin machine business for 43 years. At first he tried all types of machines, but gradually he concentrated on music, until in the past few years it has become "all music machines."

Marquette was the only exhibitor at the Liquor League Convention held at the Book-Cadillac recently, and his general manager, Harold Graham, reports that the exhibit was a great success. It afforded an opportunity to meet his old and new customers socially and to iron out any little difficulties and strengthen many fine friendships. Henry C. Lemke, who was the sole exhibitor of games at the convention, had a similar experience. Such exhibits may seem like a lot of expense and bother, but they usually pay proportionate dividends.



Herman Prujanski, shown above, not only operates coin machines but has an orchestra and plays championship softball.

Lemke Busy

with variety of projects.

DETROIT. (RC)—There's no holding Henry C. Lemke. If it isn't one big new deal he's put over it's two others. For a good many years he's been looking for a good substantial nest egg proposition and he's finally found it in the Pacific Gum Merchant. By means of a thirty-thousand dollar deal he has exclusive on it in the state of Michigan and is going to open up in several key cities outside of Detroit before bringing it in. He already has branches in several of these key cities but the Pacific Gum Merchant is going to rate a complete subsidiary organization all its own.

Another forward step he has taken is to establish separate shifts so that he can give twenty-four hour service. Three new men have been added to the staff; a salesman on the road and a mechanic to be responsible for the Dearborn territory, also a general trouble shooter who was formerly the chief technician at a Detroit broadcasting station.

His Eagle Eye machines are doing so well and locations are calling for them so loudly that he has been able to reduce the commission to the location owner to 30 per cent and sometimes to 25. That puts the profits where they ought to be—in the operator's pockets. And there's only one fault he can find with Eagle Eye—its pockets aren't big enough. The cash box is going to have to be enlarged. If this keeps up he'll have to have pipelines to his own safe deposit vault.

MISS ROSE MENENBERG,

office manager at General Amusement Devices Co., has announced her engagement to marry William Parnos, who was formerly connected with that firm. No honeymoon plans have been made because General's Executive Harry Chereton insists the office is too busy to let its manager leave. Another pending wedding is that of the bookkeeper, Larry Smith, to Miss S. Buden. The love bug is biting good around the place—other employees, beware.

J. AND J. NOVELTY CO.

is building a new office and display room on Mt. Elliot and Warren which will be "one honey of a show place" when it is finished. They are keeping their old place on Gratiot for repairs and storage. The new building will contain 8,000 square feet, one story high and air conditioned. Those who have seen the plans and the work that has been done say there is nothing like it in the coin machine business anywhere in the United States.

An Indian up in Northern Michigan returned for the third time to buy half a dozen bottles of cough syrup.

Druggist: "Someone sick at your house?"

Indian: "No sick."

Druggist: "Then what on earth is all this cough syrup for?"

Indian: "Me likum on pancakes."

**WE WILL MEET ANY ADVERTISED
OR PREVAILING LOS ANGELES PRICE
on New or Used Equipment!**

PAUL A. LAYMON

Distributor and Jobber of Quality Coin-Operated Machines

1503 WEST PICO

LOS ANGELES

Slot Machine in Class Room!

"Pupils learn they can't win"

CHICAGO.—A slot machine has been installed in the eighth-grade room of the Riverside school to prove to pupils that no matter how many nickels they might invest, they can't get as many back. Thus, in word and picture, records a recent issue of the Chicago Daily Tribune.

The story continues: "Two mothers of children in the Riverside school, where arithmetic is being taught with the aid of a slot machine, expressed approval yesterday of the method . . . Both said they believed the children would never forget the demonstration of the unprofitableness of playing slot machines, and that such a method also increased pupils' interest in arithmetic. L. J. Hauser, superintendent of the school, said that the machine was being used with the knowledge and consent of the suburb's Parent-Teacher Association, and that there has been no complaint about the innovation.

"The pupils' computations prove to them," he said, "that for every dollar put in, the machine returns to them only about 50 to 55 cents."

Editorializing a bit, the REVIEW would like to point out that whether they win or lose, the very act of pulling the lever and watching the reels is inducement to try the machine where real money is involved, at the first opportunity, thus making its use in the classroom—arithmetic or no arithmetic—psychologically unsound from the standpoint of teaching the evils of gambling.

It is somehow regrettable that it cannot also be pointed out that the student who buys a bar of candy from the corner candy store gets only two to three cents' worth of confection; when he pays a quarter to get into the neighborhood movie, he actually sees only twelve to fifteen cents' worth of film. At least those figures would hold true if the merchant or the exhibitor were to sell his candy or his entertainment at just the cost of purchase or rental without regard for overhead, sales cost, salaries and profit.

Somehow, when the question of coin machines arises, the first thought that comes to the average citizen, and to most women whether they are average or not, is "Gambling." Not that it isn't wise to keep children from gambling—just as, because of their youthful irresponsibility, it is wise to keep them from getting their hands on bottles of poisons, firearms, matches or from getting behind the wheel of a motor car they don't know how to operate. But they continue to point out, even where adults are concerned, that "You can't win," imply that such entertainment as comes from coin machines should be supplied free of charge.

In other words, they feel that "gambling" would be quite all right if the manufacturers were to make games and equipment and give it away to operators who would spend their own time and expense in installing it in locations where the proprietor would donate space that might, in some other use, produce revenue for him so that he could pay the landlord, the butcher and the baker—and the tax assessor who demands his money without giving anything in immediate and direct return.

The whole matter is a problem for a definite and vigorous educational campaign. The REVIEW can't do it. No other trade magazine can do it. Combined in their

efforts they can stimulate interest in the matter so that it can be done. But in the last analysis it's a job for the Associations. Slot machines, with their complete absence of skill, will undoubtedly have to battle their own way, and they seem capable of doing it. Marble machines and similar devices, with ample opportunity for skill-use, can put themselves in good grace by a wise exposition of what they offer, the method by which it is offered, the expense of providing this diversion, the number of people employed in the industry who might otherwise have no gainful occupation, the fact that operation of coin machines is not a "racket."

The need for Associations is still strong. This "lone-wolf" business that keeps some operators from affiliating may be picturesque and romantic and all of that, but it is a weak link in the chain of the coin machine industry. If you don't belong to an association go out and join one. If there is no association near you, start your own or affiliate with one at some distance away. And once this is done, show your bigness—forget pettiness and greed and jealousy and campaign for the common good of all.

The COIN MACHINE REVIEW stands ready to assist in the formation of associations, to aid in the formulation of any educational campaigns, promises to continue to wage its own campaign for a national educational campaign in the matter of coin machines.

Teacher: "Correct this sentence—'Before any damage could be done the fire was put out by the volunteer fire department.'"

Pupil: "The fire was put out before any damage could be done by the volunteer fire department."



Roy F. Werts, newly named manager in charge of production for Muncie's Werts Novelty Co.

Schneider Killed

in car crash.

PORTLAND, Ore.—Portland and Northwestern coin machine operators were shocked recently to learn of the death of Sol Schneider, 26-year-old coinman of Portland, in an automobile crash seven miles south of Olympia, Wash. Funeral services, held May 9 at the Holman Chapel in Portland, were attended by almost every member of the coin machine fraternity in the state. Delay in spreading the word of the tragedy was caused by arrival of the news in the offices of the REVIEW too late for publication in the last issue.

Lou Dunis, of the Superior Amusement Co., was very badly injured in the crash which cost Schneider's life, but last report from the St. Peter's Hospital in Olympia indicate that he is on his way to recovery.

41

HUGE PROFITS

with RO-WO-BO

A Fast Moving Deal
THAT AVERAGES
\$26.00 PROFIT

This flashy three color 5c ticket deal is a Natural. A fast selling, quick repeating big profit deal that pays out handsomely.

BIG CASH WINNERS
79 — \$5.00 to \$10 Cash PRIZES

1800 Tickets divided among Red, White, and Blue; 13 Big Red Ticket \$1 to \$10 Jack Pot card winners; 60—50c winners on White and 6—\$1 Blue tickets.

SAMPLE DEAL ONLY \$6.00

Get special operator and distributor quantity prices, low cost refill prices and sales facts.

Werts Novelty Co., Inc. Dept. C.M.R.-6
MUNCIE, IND.

BASEBALL

GET FACTS ABOUT THE WERTS COMPLETE LINE OF BASEBALL SERIES TICKET BOOKS CLEAN UP DURING THE BASEBALL SEASON!

ST. LOUIS



Handshaker

ST. LOUIS. (RC)—Willie Caito, a local coin machine man of various propensities, has a penchant for handshaking. While he is quite oblivious to his fellow men—unless it be "shaking them down" for some cash, he certainly takes to office girls. He has been observed to shake hands with the same indulgent office girl several times within 10 minutes. First thing she will be having a sore arm, and then what will the boss say?

LEO KREIS.

St. Louis, congratulates himself on having gotten away with a sprained ankle rather than a broken leg when he slipped a few days ago and suffered a nasty fall. Already he is able to navigate without his cane and crutch combination, and before long he'll undoubtedly be his own self again.



In line with the times Carl Trippe of St. Louis' Ideal Novelty Co. predicts a banner summer, reports a noticeable advance up-swing that began more than a month ago.

Association Progresses

ST. LOUIS. (RC)—The Coin Machine Operators' Association of this territory is progressing nicely. Presiding over the recent meeting was J. H. Beckmann. Several new men applied for membership and were accepted. M. C. Ballensiefer reported on the pin game situation. The committee appointed to work out the By-Laws and Code of Ethics reported as having finished and that their efforts would be presented at the next meeting.

Demand Regulation

ST. LOUIS. (RC)—Many local ops complain that the factories do not ship out their games properly regulated. It seems that the score is not protected and the ops go in the hole. The ops then hustle their games back to the jobber and let him worry about the proper adjustments that will produce a fair income. If the factories maintain the attitude of "let the ops worry about the regulation of the game" then they may find sooner or later that operators are steering clear of their product.

News!

ST. LOUIS. (RC)—This is to inform all ops that Dan Baum has replaced the chair with the broken arm rest, with a comfortable and substantial piece of furniture. Dan will be happy to have you enjoy its solid comfort, no matter whether you come for a social call or to discuss a matter of business.

Fish Don't Like

pin game men, decision.

ST. LOUIS. (RC)—Fred Pollnow is a fiend for fishing. No matter what the weather, when he gets the fever he is off after the usual big ones. Whether it is nice or nasty, warm or cold, he is totally oblivious to that once his mind is on fish, to the consternation of his weary co-sufferers. Since "shared misery is but half the misery" things shouldn't be really bad. Pollnow's and Robert Nicholas' trip to Reelfoot Lake, Tennessee, was just such an affair.

They fished for three days—that is, Fred did—and never got a bite. From seven in the morning till five in the evening he sat huddled in his boat or at some likely place along the shore, fortified with every sweater and coat he could safely lay his hands on, and froze. It took him three days to make sure that fish simply wouldn't have anything to do with pin game men. It was a melancholy pleasure party that arrived back in St. Louis, sadder and wiser. Pollnow concedes it is cheaper to try the local fish markets with silver hooks.

GEORGE "PETE" GOUNIS

is an ardent coin machine operator. Thirty-eight years ago he came here from Greece, and only 10 years ago he started in the coin machine business. Although he is not actively engaged in the servicing end of the business—his sons attend to that now—he is still at the head of the St. Louis firm.

GEORGE SARROS.

extensive St. Louis operator, is the proud owner of a brand new Lafayette.

AND SPEAKING

of things new, there is something new at the St. Louis home of J. Lebold. It's a baby, and a girl, we are told. Congratulations, Papa Lebold.

AL HANEKLAU

is operating along some shady river. Anyhow, he experienced the urge to go after all the big fish that eluded him last season. Within a reasonable time he'll no doubt show up again and treat his St. Louis friends to a splendid fish fry, the "piece de resistance" being members of the finny tribe that were personally hauled by him from the depths of our swift, clear Ozark streams. Or, maybe he'll have nothing but the usual fish stories.

CARL TRIPPE

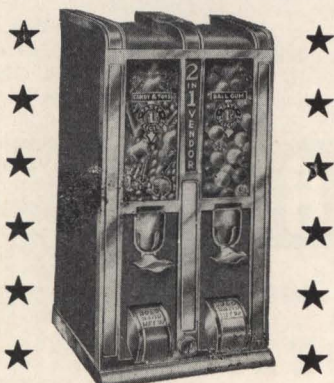
recently had a four-day vacation thrust upon him incidental to his lodge activity. He now is a 32nd Degree Mason.

42

Ready for Delivery

AMERICA'S BEST VENDOR
1937 Model

2 in 1 VENDOR



NOTE THESE IMPORTANT FEATURES:

1. Earns TWICE as much as a single column vendor.
2. CAPACITY: About 5 lbs. Nuts and Confections or 700 Balls of Gum in EACH section. VENDS over 20 DIFFERENT items.
3. 100% Perfect Coin Mechanism. REJECTS MOST SLUGS and WASHERS.
4. Requires only 9 inches of counter space. Can be placed on floor stand or against wall.
5. Water-proof construction.
6. LOW PRICE to OPERATORS!

WRITE FOR DETAILS TODAY!
EXCLUSIVE DISTRIBUTORS WANTED!

O. ROBBINS & CO.
1141 De KALB Ave. — BROOKLYN, N.Y.



Nickels to start . . .
Quarters to keep going . . .

Big Money for You!

Big money for you when DeLuxe Bell, Rosemont and Coronation make quarter players out of "nickel nursers." They start with nickels—but—bigger payouts beckon. They change to quarters . . . keep both chutes going . . . 30c on each play! Thrills and beauty, too. The whirl of dazzling lights . . . the splendor of finely grained wood set off by Chinese red . . . the sparkle of chromium fittings . . . all combined to make these brilliant games the "Kings of the Consoles." The mechanism is the simple standard unit made famous by Pacific pay tables. Nothing complicated. Just a good, hard working unit that does the job. All models have calculator chutes. Equipped with two 5c chutes instead of 5c and 10c chutes if desired. No extra charge. Ticket units also at \$20 extra.

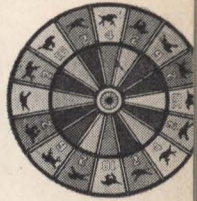


DeLuxe Bell
Rosemont
Coronation
(Two 5c Chutes Optional.
Ticket unit \$20 Additional)

Coronation

For special locations. Has symbols of royalty—coronets, scepters, shields and swords instead of fruit reel symbols. Glass, interchangeable with DeLuxe Bell.

\$249.50



Rosemont

For race track fans . . . horses streaking down the stretch in a whirl of lights and color. Players start with nickels—keep going with quarters.

\$249.50



Pacific's

MAZUMA

"Win or Money-Back" it guarantees the player in 16 consecutive plays he must win. Or, his money is returned in part or in full. Only game on the market with this feature. Bumpers. Lights. Flash. Color. MAZUMA has everything! Write for details. Or order samples today.

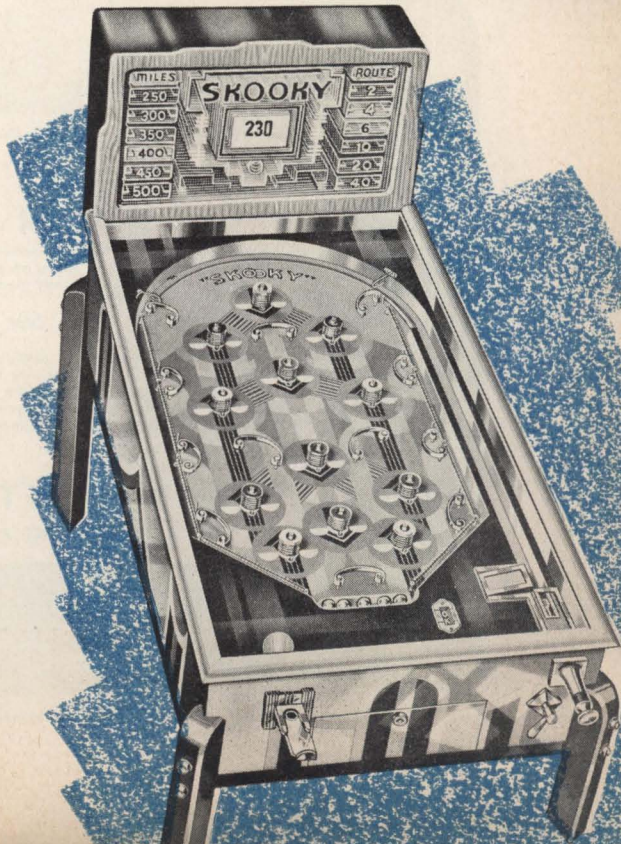
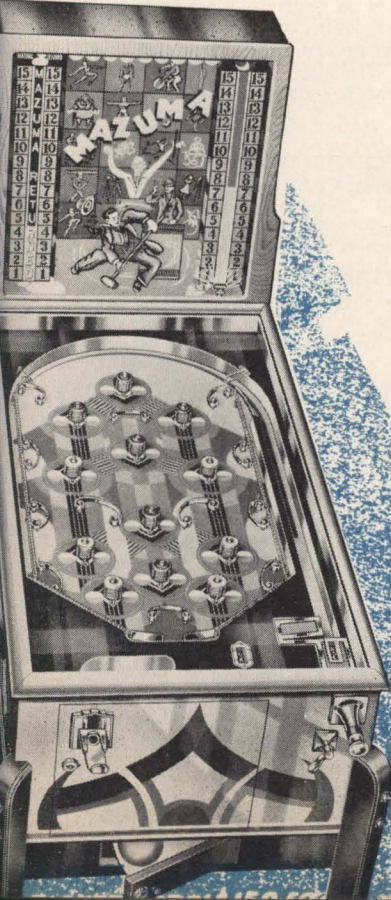
PAYOUT MODEL \$149.50

Pacific's

SKOOKY

Novelty table operators are making "big time" collections again. SKOOKY is doing the job. Its "magic mirror" with third dimensional lights, its flashograph, its changing odds and bumper type action really get the play. The right game for spots where players like to match their skill.

\$72.50



PACIFIC

MFG. CORPORATION

4223 LAKE STREET, CHICAGO

Los Angeles Office: 1320 S. Hope St.

DALLAS



Wrenn Sales

holds open house.

DALLAS. (RC)—Wrenn Sales Co., piloted by George W. Wrenn, located at Hall and Ross Avenue, held open house Thursday and Friday, May 20 and 21. Crowds swamped the offices, salesrooms and shipping rooms and even the excellent repair and refinishing rooms during the two big days. Homer Capehart, vice-president of Wurlitzer Manufacturing Company, North Tonawanda, N. Y., flew down to attend the affair.

Wrenn is to be commended for his attractive place. Starting with the front reception rooms, the entire establishment is a place of beauty and one never tires of wandering through and seeing all the attractive displays and departments. Even the "Used Beer Department" made a hit with the REVIEW correspondent.

George has everything in his new headquarters and operators of the Southwest can be assured of super service from Wrenn and his staff of able helpers. He will job and distribute various high class machines and will do refinishing and reconditioning on all types of games, phonographs and venders.

THE DALLAS BOYS

expect to get going again shortly. The coming Pan-American Exposition which will open here in June is expected to be

instrumental toward giving the operators a real lift. At the present several are resting up and enjoying some nice fishing down on the coast.

RUSSELL BURNS.

well-known Dallas op, has just returned from the races at Aurora, Ill., where he entered his stable of nine horses. Russell reports nice success.

MARTIN CHAPMAN

is now demonstrating to Dallas operators how to service machines on a "Moto-Skute." Martin, as well as Mrs. Chapman and their attractive daughter, are all Moto-Skute fans and can really go to town on the little gasoline scooters. Chappie, as his friends call him, uses one of the machines to service his many units. He is also distributor for the "Moto-Skute" in Dallas.

MORRY GOTTLIEB

of the National Sales and Distributing Co., out on San Jacinto Street, has just returned from the Gulf and reports some nice fishing. However, Morry failed to invite the boys out for a fish supper. Anyway, Morry says he really caught 'em.

HARRY TURNER.

pioneer Southwest operator, has moved his operating business from his South Ervy Street location and is now operating from his home.

OSCAR LEMING

and Mrs. Leming, of Beeville, Texas, coin machine and tavern operators of the Rio Grande Valley, were guests at the opening of the Wrenn Sales Co., Saturday, May 21. Both Mr. and Mrs. Leming are real boosters for the valley and they say that it is the operators' paradise.

LOUIS SOLOMON.

wide-awake operator of Abilene, Texas, was a recent Dallas visitor. Louis has been operating in West Texas for a number of years and says he hopes the next six months of 1937 are better than the first six.

C. L. DENNARD.

pioneer coin machine manufacturer and operator of East Texas, was seen on "Coin Machine Row" a few days ago. C. L. is the father of Howard Dennard, of Henderson, Texas, and along with his son made the first twin model pin game that was offered to operators some three years ago.

JOHN BACKMAN

is keeping himself busy these days and managing to keep a nice string of equipment going. John is secretary-treasurer of the State Association and well loved by all the craft in Texas.

KNOCK-KNOCK—

a novelty bumper game created especially for this city in order to meet certain city law requirements, continues to go good. This game proved a life saver to many operators. To date, not a single Knock-Knock game has been offered for sale as used.

HERBERT CHANDLER.

Mills Novelty Co.'s factory representative, has moved his offices from the Athletic Building to 2125-27 Commerce Street.

ARTHUR FLAKE.

of the Flake Distributing Co., is doing a big business on jar deals. They are shipping deals all over the Southwest territory.

Peterson to Kennedy

CHICAGO.—Robert Peterson has resigned as vice-president of Brinckerhoff-Caron, Inc., and is now associated in a similar capacity with Kennedy and Co., Chicago advertising agency, according to recent advice. Both firms handle the advertising of a number of coin machine accounts.

The Department of National Revenue at Ottawa received a typed income tax return from a bachelor who listed one dependent son. The examiner returned the blank with a pencilled notation: "This must be a stenographic error." Presently the blank came back with the added pencilled notation: "You're telling me!"

44



Candy Crafters²

CHARM-MIX

We will supply one gross of superior charms with each 40-lb. carton of vending machine candy purchased from us at a price of

60c Per Gross.

We are in a position to make prompt shipment of the following hard-shell candies made especially for vending machine operators: Rainbow Peanuts, Boston Baked Beans, Smooth Burnt Peanuts, Rainbow Pee-Wee Peanuts, Licorice Lozenges, Black and White Licorice Balls, assorted Fruit Pearls, Cinnamon Imperials, Fruit Imperials, Panned Mints.

CANDY CRAFTERS, INC.

LANSDOWNE, PENNA.

VENDING MACHINE HEADQUARTERS

3-5-6-8 Column U-NEED-A-PAK Cigarette Vending Machines

"MASTER" Toy Vendors • NORTHWESTERN

Vendors • COLUMBUS Vendors

Used Machines Bought and Sold

Routes Bought and Sold

CANDY • NUTS • TOYS

Brodie "HI-LOW" Toy-Packs

(New Items Added Weekly)

Brodie "HI-GRADE" BAG

(72 Celluloid Pieces—New Pieces Added Weekly)

Brodie "LEAD BAG"

(144 Lead Toys—New Pieces Added Weekly)

Join the W. V. M. O. Association

DICK TYRRELL

LOS ANGELES

1356 W. Washington Blvd.
P.Rospect 0564

Long Beach Amusement Games Association

President—J. LYN KETCHERSID; Vice-president and Treasurer—JOE RICHARME; Secretary—WILLIAM THOMPSON; Business Manager—LOUIS M. FAVORITE. Offices—Suite 406-08 Kress Building, Long Beach, California. Telephones 639-86; 644-03; 616-154.

The king is dead—long live the king. The old Long Beach Association is dead—long live the new one. According to report from Business Manager L. M. Favorite, the old group reorganized and began functioning as the Long Beach Amusement Games Association, April 7, 1937. Out of 23 operators operating pin and marble games, 20 are now members of the new body, and, reports Favorite, "We hope, in the near future, that the other three will be in the organization—or else."

Heading the group is Operator J. Lyn Ketchersid. Joe Richarme, who serves the dual functions of vice-president and treasurer, is an operator of long standing in Long Beach, and was a mainstay of the now defunct body. Secretary William Thompson is one half of the Thompson Brothers Operating Co. Other officers are two directors (the three officers serve as the first three of five directors) and named to fill these posts were Jerry MacDavid and Robert Bolling.

Regular meetings are held the first Wednesday of each month. Rules and by-laws under which the Association is governed, were patterned after those of Los Angeles' California Amusement Machine Operators Association with such changes made as were deemed advisable.

Favorite was named Association Manager by unanimous vote of the members, and it is indicated that "the boys" are all pleased with the arrangement, and that results from the union are being accomplished that could not have been achieved by individual operators.

Declares Favorite: "I have always been a great believer in organization in any line of the coin operating machine industry, and my experience dates back to 1916. I know from my past experience that the boys need more than a gentleman's agreement for the welfare of their business, as I have had the experience from an operator's standpoint of working both ways. I,

for one, am firmly convinced that the old 'strong arm' or racketeering methods are very costly, as that was the experience I had when I opened in San Diego in 1922, even though I did enjoy one of the longest continuous runs in the State of California—from 1922 to 1927, with only a few minor set-downs in the interim.

"No doubt quite a few of my old acquaintances and men with whom I have operated in the past, men with whom I have been out of contact for the past few years, will get quite a surprise to hear that I am now working for the other fellow's interest when heretofore I was always trying to protect yours truly's.

"I have been a subscriber to the COIN MACHINE REVIEW from the very beginning, and it is my honest opinion that it is one of the finest publications of its kind, and has been a great boon to the industry. Even though I was inactive in the industry from 1932 to the present, the REVIEW has kept me well posted."

HARRY AND HANI

Hoppe, accompanied by Exhibit's Rotary Merchandiser, Novelty Candy Vendor, Silver Bells and Races, report they had an interesting time at the French Coin Machine Show, May 27, 28 and 29, that they are staying on a bit for the Paris exposition where the machines are also to be displayed.

WILLIAM HILBERG.

well-known Newark, New Jersey, operator, has turned fight promoter, according to his recent statement, with announcement of plans for opening the Ocean View Athletic Association at Long Branch, New Jersey, where boxing matches will be carded every Friday night throughout the summer.



After placing a large order for Golden Wheel, bumper-type one-shot game, according to report, Herman Doerr of Michigan Novelty Co., Bay City, Michigan, paused long enough to pose for his picture at the Bally plant.



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Cultivate Locations

advises Geist.

NORFOLK, Neb. (RC)—Gilbert Geist, with headquarters here, but doing most of his business in smaller surrounding towns, has been in the operating business for seven years. Besides many pin games and counter machines he has fifty music boxes of the better grade. When asked the reason for success, he stated: "First I am very careful in selecting locations. After several years I have found drug stores are the best for most counter and pin game machines. There are two reasons. One is that the returns are more regular and always sufficient to leave the operator a neat profit. The second reason for preferring drug stores is that the upkeep cost is not so great as in many other locations. As a rule the drug store does not permit any vandalism to any of the property, including the coin machines, in his store. That means your machines last longer and do not require near the time to service, hence a saving to the operator."

"As to selecting the location, I do not always choose the larger places. In doing that I too often found I had overestimated the productiveness. It has been my experience it pays better to select a healthy location and then cultivate it. Give the best service possible and that means keep your machines looking good as well as in perfect operating condition. Geist cares personally for all his machines and has had a good living from the business as well as being able to lay aside a little each month."

T. HOLTSCLAW

and J. B. Goodman, representatives of M. Brodie in Omaha, report very good prospects; their operations have been extended recently to take in Lincoln, Nebraska, and Council Bluffs, Iowa.

J. H. KELLOGG,

long time operator of coin machines at Columbus, Neb., moved to Grand Island, Neb., about the middle of May. This gives him a much larger field as Grand Island has double the population of Columbus. Kellogg also finds a good line of punch boards adds to his profits.

WILSON AND KELLY

are now operating at North Platte, the central metropolis of Nebraska and one of the larger cities in the state. This firm of operators specializes on pin machines and has been carrying them to the exclusion of other games until this month when a change in policy was made. Now any and all kinds of coin machines are acceptable, so long as they show the necessary profit in production. North Platte is a railroad city and on the Union Pacific.

Coufal Returns

to first love.

OMAHA (RC)—E. F. Coufal, a former coin machine operator here, but for the last five years in California, has returned to Omaha to live permanently. Coufal was associated with Al Johnson for a time in Omaha. Johnson is now president of the National Premium Co. and is engaged in the distributing end of the coin machine business.

Coufal goes in heavily for the music machine business, but uses all kinds of machines when suitable locations can be had. He knows the business from A to Z and was one of Omaha's most successful operators in the past. Welcome, Ed.

Location Support Valuable

OMAHA (RC)—Joe Rothkop, one of the younger successful local operators, uses any and all pin games put on the market. He has found the public does not tire as quickly of these as many other games. Beer taverns furnish him the best locations. Location is given 50 per cent of the income and Joe insists that a representative of the location be present when machines are opened and cash counted. That saves any chance of a dispute and assures satisfaction. Joe also states that good backing by the distributing houses has much to do with success. "With that I have no trouble in satisfying both location and patrons," said Rothkop.

AL JOHNSON,

president of the National Premium Co., with headquarters at Omaha, spent the first week of May in Chicago. Most of the time was spent in lining up with Rock-Ola, for which National Premium is now distributor throughout the midwestern territory. This includes the entire line manufactured by Rock-Ola.

Sam Colick

has variety of fields.

OMAHA (RC)—Sam Colick, owner of one of the business spots of Omaha, is in Hot Springs, Arkansas, for thirty days, taking a much needed vacation. Mrs. Colick is with him. Colick is one of the old time coin machine operators and at this time has probably the heaviest investment of any single operator in the city. He does not hesitate as to kind or cost but insists on putting machines to work while new. Colick insists it is that newness that makes the profits. The revenue is much bigger then and the novelty is a large factor towards success.

Restaurants, dance halls and beer taverns have all been found good locations. Personally Colick prefers the beer taverns, as he operates one of the most productive in Omaha. Not only that, but Colick, with the assistance of his son, promotes one of the largest liquor stores in Omaha. Not finding enough work to keep him busy in all those enterprises he operates a large grocery and fruit store.

HARVEY ELLIS,

of Oakland, Iowa, was an Omaha visitor the latter part of May. He has been in the operating game only four years, yet asserts the coin machine operator can make a success of the business if he will only conduct it along business lines. "Do not neglect the business; you cannot expect it to care for itself. Give the right kind of service, select your locations with care, and give your machines all needed repairs as soon as discovered." Ellis is another operator who has found drug store locations are his best paying ones.

THE WORLD

Billiard Parlors in Omaha are looked upon by local distributors as a testing station for all new games in the coin machine world. And from that very fact the World makes a success of the coin machine game. Naturally it gets the machines while new and novel; that insures good receipts and by the time the novelty has worn off there are new ones to install. But as to the testing station, the distributors encourage the World because it gives quick answers to the probability of the new machine's being one that will prove successful. Thus both are satisfied and the distributor can point to some one who made a success of the latest.

NATIONAL PREMIUM CO..

Omaha, makers of Krak Shot, an indoor rifle machine, has orders from both England and Belgium for the machines. Action has been taken recently to secure patents in England.

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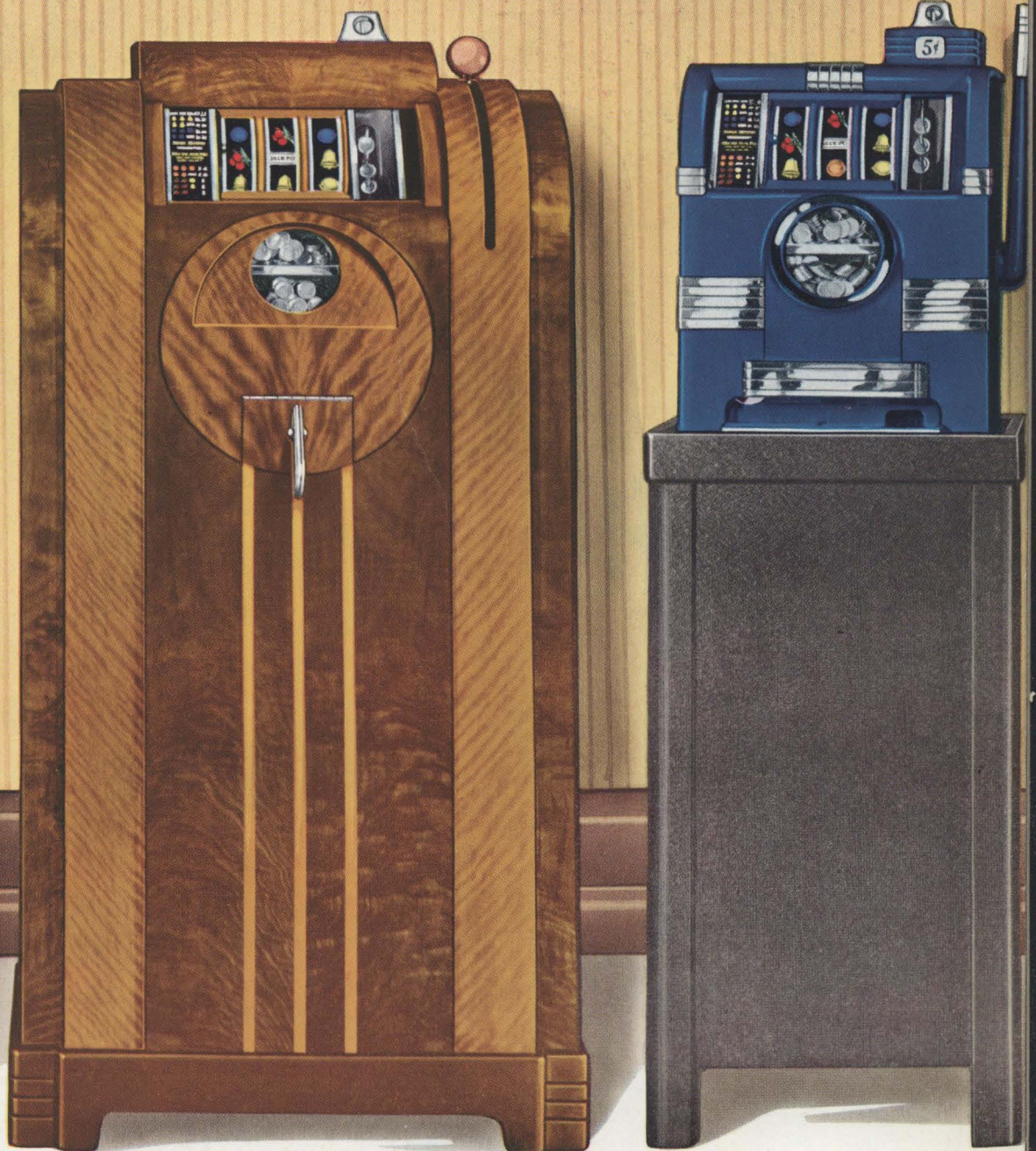
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Dirty Work at the double-cross roads.

MIAMI. (RC)—Rational thinkers are amazed at the recent performance given by the Florida State Legislature. In 1935 they legalized the so-called slot machine and it paid to the cities, counties and state more than \$1,000,000 in taxes. One county, alone, Dade, paid \$366,000. This sum was derived from one type of machine only, the standard pay-in-cash slot.

This tax revenue went for roads, schools and other state, county and city expenses. So what? So the 1937 Legislature repealed the law and on October 1 the slot machines become illegal. In brief, the machines shall no longer be played in the open, with correct legal restrictions and open law enforcement, and the cities, counties and state of Florida will be minus the revenue.

Those on the inside know the machinations of the Houdinized gentlemen who were interested in the repeal of the slot machine law. They know that these putrid politicians have missed certain hand-outs heretofore received in the days when the machines were ensconced in the back rooms, with no legal laws and restrictions to govern them and no direct taxes to pay. The gravy train was derailed when the State legalized the machines and the boys were irked. You have no idea how they were irked. So promptly after the machines were legalized and their revenue was curtailed, the merry mullahs became high and holy and started immediate agitation for repeal.

They enlisted the aid of civic bodies, churches and assorted beaks of blue, and the howl against the machines could be heard as far as the bottom of the Gulf Stream. County elections were held and the good citizens voted for the rejection of the machines. Especially the good citizens who played them, took the jackpots and went away smiling.

Your rather disillusioned correspondent would like to have at least forty pages of the REVIEW in order to tell the full flopolo in all its juicy details. It would be a study in hypocrisy, corruption, chicanery, with the operators playing the part of Santa Claus. The operators have been square shots, aiming at a crooked target. They have been hanged with hokum, bunked with bull, and crucified upon the double-cross.

They will tell you that the slot machine is a gamble. Therefore it should be stopped. This same legislature passed the pari-mutuel bill, legalizing horse and dog racing. Which means, precisely, that you can bet your step-ins off at any track and walk home in your bare feet, having lost your socks. That, of course, is not gambling. Instead of plums, cherries and bars going

around, dogs and horses go around. There is a difference, they say. Only a State legislature can tell what the difference is, this writer is too intellectually stupid to comprehend such ledgerdemain.

Another item: Dade County, during what we humorously call the Season, is rather wide open. That is, if the boys in the political saddle are properly sugared. You can toss up a handful of confetti and each flake will land on a crap table, a roulette wheel, a chuck-a-luck, or what have you, Mr. Dick Canfield? Of course, this is not legalized by the legislature: that august body of heavy thinkers are not privy to what is going on when they are not in session. It is difficult to prove that they know what is going on when they are in session.

Meantime, all other forms of gambling are permitted. Dog, horse and Hi Li, with the myriad other games. But the slot machine must go. It is corrupting our youths, although the law provided a clause wherein no person under twenty-one is permitted to jerk a handle. From October 1 on, it shall return to its old status—it will corrupt officials. But one thing is certain: the slot machine will not be banished from the Empire State of Florida.

It has been here too long and it likes the climate.

FLORIDA FLA-FLA

Social Scoops

By THOMAS THURSDAY

FRANK TOWNLEY

just returned from snake-hunting expedition to the heart—and even liver—of Everglades. Caught four copperheads, neither Republicans or Democrats, and fifty-four water-snakes. The best catch of all was two rusty slot machines, with the jackpot, queen-pot and even princepot empty. Machines had been stolen. "I'm just hoping they weren't mine," said Frank.

JIMMIE BONNIE

would like to have it generally known that he is not the Bonnie that lied over the ocean. "I never even lied over the river or bay," remarks Jimmie.

BILL STEVENS

announced that he went to Snake Creek—hurricaneville to you—and caught a few tons of red snappers. "They weighed as much as I do," said Bill, who is rather chubby, to say the least.

GEORGE BUCHMANN

prefers fresh to salt water fishing and reports a large catch-as-catch-can, meaning black bass, two alligators and six bucks worth of mosquitoes, which he will sell at a loss.

J. FRITZ GORDON.

eminent Blackstone of Florida coin machine operators, is now in—way in—Tallahassee, the Capitol city. "I must keep my eye on the legislators, account of them becoming somewhat unruly at times," stated Mons. Gordon to either an AP or REVIEW correspondent, both being equal.

CALVIN ADDISON TRICE.

secretary of the Dade County Coin Machine Operators' Association—and known as Sweet Ad-aline because he always sings "Old Black Joe"—is now in the Capitol city on both official and unofficial business. We hope that the unofficial biz isn't blonde.

DOC DUNCAN.

the Jack Barrymore of Florida operators, has turned down another movie contract recently. "Why should I ruin the livelihood of Robert Taylor?" asked the Senor Duncan, with a charitable smile.

DICK GAMMAGE.

the King of Key West, reports that business is better this spring than it was last winter, when the tourists were touring all around. "There is a good reason for this, no doubt," said Dr. Gammage, "but I don't exactly know what it is."

BOB PINDER.

who manages the Biscayne Automatic Vending Co., which is either limited or incorporated—why bother with such details?—anyway, La Bob is in Tallahassee and learning a few tricks about the legislative trade which may come in potent when he returns to Key West or perhaps meets Mae West.

BILL TURNER

has bought himself a 140 foot yacht, entitled "Kismet", and has installed several coin machines in the cabin. "The idea," confided Bill, "is to make some of my operator guests help pay off the mortgage on the craft."

FREDDIE "DIXIE" GRAYSON

is still dizzy from unloading seventy-five Rock-Ola machines from a freight car. "Business is too good," complains Freddie. "I should have been born quintuplets."

Redhead: "I hate that man!"

Blonde: "Why, what'd he do?"

Redhead: "He said I couldn't whistle and just to show him I puckered up my mouth just as round and sweet, and what do you suppose he did?"

Blonde (blushing): "How should I know?"

Redhead: "Well, the darn fool just let me whistle!"

FORT WORTH



ERNEST WALKER.

one of Fort Worth's first operators, is now demonstrating to operators his new Moto-Skute, a gasoline bike that makes 100 miles on one gallon of gasoline. Walker is one of the "old school" operators who started back during the days of the old penny arcade with the big lung-tester machines. He has a nice string of automatic equipment which requires the help of several service men to take care of. Ernest, when through with his day's work, basks in the beauty of his attractive and exclusive estate, located near Lake Worth.

HOOSER AND MOORE—

Harry Hooser and Lee Moore, well known ops of the Fort Worth territory, have combined their businesses and are now operating together from their exclusive headquarters located on East Lancaster Avenue. Harry is also the operator of several high class taverns.

S. L. STANLEY.

of Automatic Amusement Co., Memphis, Tennessee, was a recent visitor to his branch office here. Stanley travels extensively and thinks nothing of jumping from Chicago to his Fort Worth and San Antonio offices overnight.

HOBSON CLORE.

another operator of the "old school," has done a nice job with his 22 Target Range rifle units, both from an operating and distributing angle. Clore, if you don't already know it, was actually the fellow who invented the first counter unit moving duck target game. That was back in 1923. He also has several other inventions to his credit, one of which is a phonograph device that will soon be offered by one of our large phono manufacturers.

H. P. DOWNS.

formerly of Brownwood, Texas, is now located in this city and is operating a nice

string of diggers. Downs, who was lately in the oil business, says that operating is some attractive game and that he intends to give his undivided attention to this business for a while.

JIMMIE TROUTT.

dapper operator of Gainesville, Texas, was a recent visitor among coin machine folks of this city. Jimmie is really going to town in the North Texas territory and Southern Oklahoma strip.

VISITORS

from Waco, Austin, Dallas, Breckenridge, Wichita Falls and Brownwood were seen recently along coin machine row on Throckmorton Street.

NEW UNITS—

Many new coin-operated machines of various types are making their appearance on locations daily. Everything from the "goober" vendor to the super phonograph is receiving unusual attention and there is not a spot that is going untouched. Many new scales are appearing, as well as attractive cigarette machines.

BUCKLEY MFG. CO.

offices are active and are enjoying a nice business on all the Buckley products. Marcus Reiners is the manager of the Fort Worth branch and is doing a nice job for this well known manufacturing concern.

HELEN SAVAGE

has returned from Memphis, Tennessee, where she was called to attend the funeral of Rolf Stanley, who died from injuries received in a car wreck at Houston, recently.

Our Houston Correspondent

Dropped by and Found

Mr. Hearne, of Lone Star Music Co. too busy to talk.

Hans Von Reydt, manager of Electro Ball, cheerful and obliging as usual.

Operator, T. B. Houston the target of much jesting by the homefolks. Seems as if his nephew, age four, set about to give himself an "Uncle Terrell" hair cut. With a pair of sharp scissors, he started at his forehead, working back; doing a thorough job, sans polish.

An operator, name withheld by request, "down in the dumps" because last week he only made a "lousy sixty-two dollars."

An attractive stenographer in a jobber's office completely absorbed in a—ah—er—that is some kind of stenographic work.

Operator A. F. Lemke, trying to decide whether to crack down a little harder himself, or hire more help.

Used Car Salesman: What's the matter with the car you bought last week?

Stung Operator: Well, everything makes a noise but the horn.

50



SOMETHING NEW?

Again M. BRODIE leads the field by announcing the
HI-GRADE BAG

Containing 72 Pieces of Fancy, High Grade Novelties of 35 Different Types.
CHARM BRACELETS, INITIAL CHARMS, JEWELRY CHARMS, STICKERS.

Here's an Assortment of That Necessary "Something New"!

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THE LEAD BAG . . . CONTAINING 144 PIECES OF ASSORTED
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These two new products are in addition to our regular

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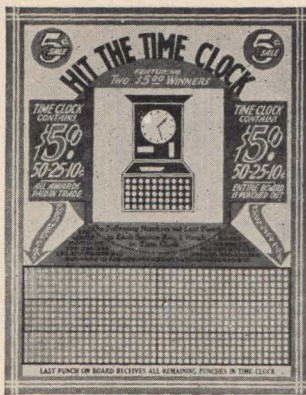
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MAINE RAMBLINGS

By HENRY MILLIKEN

Mrs. A. H. Meserve, of Portland, is now operating more than 75 cigarette vendors in Portland, and employs two men in the servicing department. Mrs. Meserve has been in the coin machine business during the past five years, since the death of her husband, who was an extensive operator in this city.

B. Madorsky, owner of the United Coin Vending Machine Co., in Portland, has been busy the past few weeks placing pinball games and also Exhibit's Novelty Candy vendors in various locations in this section. For many years Madorsky was an operator and distributor in Brooklyn, N. Y. He also manufactured several amusement machines. His specialty is penny arcades, and he has designed many which have proved profitable. Madorsky has been in the coin machine business for 27 years.

And your roving correspondent discovered that E. Joseph Leighton, of Wiscasset, has had a scale in a Bath, Maine, department store for more than twenty years. Something of a record.

"Sure, there's money in scales," said the secretary of a traveling carnival organization playing New England territory. "Right now I have only one of the one-cent machines on the midway, but after July 4th I'll add at least one more machine and perhaps two. They are easily attended to, and are a steady profit-maker. Every night, just before the show opens, I take the machine out and place it almost anywhere on the midway. You would be surprised to learn how many cents just one machine takes in. I've had dozens of days when one machine netted me more than two dollars per day, although the average take is around \$5 per week per machine."

It is a long, long way from California to Maine, but judging by the number of Maine operators who read the COIN MACHINE REVIEW, distance is no barrier when an operator knows a good thing when he sees it—and reads it.

Do the members of the Maine Legislature like coin machines? Certainly, judging by just one machine that your corre-

spondent saw in action recently. A pinball machine, in one of the more popular hotels in Augusta, and within four hundred yards of the State House, proved to be the center of attraction during the long evenings of the winter season. Perhaps this one machine, placed in the hotel by a thoughtful operator, did much to foster the repealing of the coin machine licensing law which has been in effect during the past two years, which imposed a tax of \$10.00 yearly on each amusement coin-operated machine.

And so long until next month. Your Rambler promises you some news from New Hampshire next month. And according to all reports, operators are right in action now in that state, preparing for the summer visitors who frequent the popular resorts in the mountains, and caring for the wants of the all-year pleasure seekers.

Beckmann Pays

—two ways.

ST. LOUIS. (RC) — The early bird catches the worm. That seems to be the adage adhered to by J. H. Beckmann; nine o'clock is bedtime for him. When the occasion arises that he is detained beyond this unreasonable early hour he commences to pace around as if dazed. After a recent party sponsored by the Wal-Bil Novelty Co. for all phono ops of this territory a number of women folk were not yet ready to go home. Ultimately a party was made up that decided to see more of St. Louis by night. Their specific goal was the Black and Tan Club, and it was C. J. Pollnow who took his party in tow.

By and by it got to be 3:30 a.m. and Beckmann was barely able to keep his eyes open. "Aren't you people ever going home?" he finally made himself heard above the prevailing gayety. "Folks, Jack says it's time to go home," declared the leader. "Our check, waiter," and he motioned toward Jack. Thus, on top of being dead tired, Jack found himself holding the bag. Was there a tired business man in St. Louis the next work-a-day? One at least.

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LOS ANGELES

Globe Board

destined for success, prediction.

PHILADELPHIA.—Only one of hundreds of new items on hand, Philadelphia's Globe Printing Co. has just released a new money-making punchboard called Hit the Time Clock, and which is reported as having made an outstanding hit wherever it has been introduced to date. In discussing it with a REVIEW reporter they predicted that Hit the Time Clock will, more than anything else put on the market recently, receive an enthusiastic reception from the customers.

Facilities have recently been enlarged, Globe officials advised the reporter, so that they will be able to keep ahead of the field. Another step in "keeping ahead" is their 72-page catalogue, just released, which will be sent anyone on request. Equally new is Globe's policy of paying freight on all orders where the size warrants it.

DAVE ROBBINS.

president of D. Robbins and Co., Brooklyn, reports that the sale of his 1937 model 2-in-1 Vendor has all indications of surpassing the record sale of machines made last year—a banner year for his firm. Reason, he claims, is the fact that operators all over the country have reached the conclusion that the 2-in-1 is earning greater profits for them than ever before. Improvement of mechanical construction, appearance and design, has led the public to expect fine merchandise from the 2-in-1, with the result that operators are "cashing in" and Robbins is turning out as many machines each week and filling orders as rapidly as production will permit.

LOOK!

2 Keeney Fire Balls.....	
2 Keeney Fire Crackers.....	\$49.50
1 Mills Tycoon (ticket).....	
2 Chi. Coin Home Runs.....	
2 Turf Champs	\$39.50
2 Bally Derbys (ticket).....	
1 Bally All Star (ticket).....	
2 Bally Sky Highs (ticket).....	
1 Bally Air Lane (ticket).....	\$25.50
1 Bally Hialeah (ticket).....	
2 Bowl-A-50 (fits any Skee Games).....	

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1 14-foot Bank Roll.....	149.00

DIGGERS

1 Exhibit Merchantman	\$59.50
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Vice Expose,

other doings at Moore establishment.

SAN FRANCISCO. (RC)—Notes from Jack R. Moore's: One member of the organization, namely smiling Johnny Ruggiero, was plenty piqued to have his one serious vice smeared over a page in the REVIEW. Johnny is very, very fond of coffee, and consumes a dozen or so cups a day. Was he chagrined when this correspondent caught him in an off moment, lugging from the corner restaurant, not one cup, but two oversized, thick mugs of the black liquid! He claims that one cup was for the little secretary upstairs.

Art Brant, the foreign export expert of the organization, is still shipping "fruit" machines to Australia—that's what they are called there. Both Art and Johnny are smiling over the way Melody King sales are still booming.

Recent visitor at Moore's was Henry Anchester, representing J. P. Seeburg.

Balloon-Tire

bumpers called 'by-product' of radio-ray idea.

CHICAGO.—With smooth, yet speedy action the apparent desire of players everywhere, the new balloon-tire bumpers featured on Bally's novelty game, Crossline, rivaling the popularity of the over-sized spiral-spring bumpers, seem to be "just what the doctor ordered," according to Bally Sales Manager Jim Buckley, who characterizes them as a by-product of the radio-ray idea.

Explains Buckley: "We had been working on a radio-ray game for several months. Then came the problem of injecting action into it, for we knew that, revolutionary as the ray idea was, it would require some action to insure success. Finally we worked out the balloon-tire bumpers and the combination has resulted in one of the most successful novelty games we've ever built. Now making a tremendous hit in novelty territory, I look for Crossline sales to continue steadily throughout the whole summer season."

WILL PAY CASH

For any Amount of Mills Blue Fronts and Mills Q. T.'s

WE CARRY A FULL LINE OF NEW AND USED COIN OPERATED MACHINES

WOLF SALES COMPANY

585 Mission St. San Francisco, Calif.

San Franciscans

have jolly time with Capehart in town.

SAN FRANCISCO (RC)—The music and, incidentally, some of the guests went round and round the other day, at the "open house" party deluxe staged by Wurlitzer, with genial Homer Capehart as host. The party was originally scheduled for the William Taylor Hotel, but what with the little matter of a hotel strike, the jolly-timers were entertained at the Olympic.

Way into the small hours of the morning there was an inexhaustible supply of wine, and song, but it might not be amiss to suggest that some of the affluent music boys would profit by a few music lessons—perhaps we're too sensitive, but it seems a shame to massacre that trusty theme song of John Barleycorn—"Sweet Adeline."

Wynn Away

SAN FRANCISCO. (RC)—Golden Gate Avenue, alas, just isn't what it used to be since the departure for points south of blonde coin machine prima donna, Wynn Denton. Bob (listen to me) Dunn is still holding the fort at the Wynn Novelty Co., but the spirit of the place, gentlemen, is departed! When last heard of, Wynn and her dashing red truck were somewhere in Los Angeles. This will serve to notify her that the handsome Bob has taken up the game of ping-pong, also known as table tennis, to while away the hours during the spring lull.

MOUNTAIN STATES

Candy Co. of Salt Lake City reports booming sales with Master Vendors, using "Hi-Low" Toy Packs. This enterprising concern has salesmen covering the states of Utah, Nevada, Idaho, Wyoming and Montana.



"And what else can you do besides throw your voice?"

Can't Read—

Customers disregard Ziff's sign.

SAN FRANCISCO. (RC)—Whether it was prompted by a motive of patriotism or a bit of the high-brow in him, we don't know, but we noticed a large, home-made, red-white-and-blue sign over the desk in Joe Ziff's office at Irving Bromberg's. This is what the masterpiece of lettering, edged by a checkered border of the before mentioned colors, says: "To whom it may concern—this is a private office!"

Our observations would lead us to believe that Joe's guests can't read. However, at a late hour last night, Joe could not be reached for a statement.

It is rumored that he has shut himself away with his pet hobby, "Chocolate Drop," who is scheduled to mix fists June 16th. Joe still thinks he "has something" and is banking on the "Drop" to uphold the honored name of Ziff.

53

ONE IN A MILLION

★ ★ ★

SILVER KING

★ ★ ★

The Five Star Vendor



A proven money maker on location from coast to coast. Holds five pounds merchandise. Vends anything . . . nuts, candies, novelties, etc., etc. Beautifully finished in baked red enamel. Porcelain enamel finish available for \$1.00 extra. Size 7 x 7 x 14 inches.

Order Today From Your Local Jobber

OR

BURKE BROS.

621 Cordova St.
SAN FRANCISCO
Delaware 7261



Here, resplendent in gold and royal purple uniforms, sits the Bally soft-ball team, together with (front row, left to right) Team Manager Eugene McShea, General Sales Manager Jim Buckley, Plant Superintendent D. J. Moloney, President Ray Moloney and Coach Henry DeGraf.

Ponser Opening

in Philadelphia draws record crowd.

PHILADELPHIA. (RC)—Opening of local offices for the George Ponser Co. drew one of the best crowds in this locality's recent coin machine history. Attendance was drawn from all over the state and even from distant New York.

Appointment of Joe Ash, former traveling agent for the organization, to that of manager of the new outlet, was a popular move. In an exclusive interview for the COIN MACHINE REVIEW he declared himself glad to serve the Philadelphia industry, promised the best service obtainable, with George Ponser standing behind him, said he hoped to increase the scope of friends and acquaintances he had made when the city was just a "port of call."

During the opening prizes galore were distributed. Among the winners were Leon Rachlis, Ben Kaufman, W. Tolly Everready Co., Isidore Steinberg. They were given handy games which the whole family could enjoy. One of them said, "I'll take it for the boy," and then played with it until he almost missed the eats. Guy Delmont, representing the Mercer County Amusement Co., won a Gottlieb Electric Scoreboard, while "Pop" Lerner had a hard time deciding between a Genco Batter Up and Running Wild.

Finally, as though the feasting at the office wasn't sufficient, George Ponser took some of the guests to the Cafe Marguery, atop the Hotel Adelphia, where they feasted, dined and wined, watched a floor show. It was late the next day before most of them got home, and all in all the opening will be long-remembered.

In New Home

NASHVILLE. (RC) — Coinman Dutch Trauernicht recently moved into his new home on Bordino Drive in the fashionable Bordeaux section of the city. Dutch is proud of his basement, part of which he uses as a repair shop for equipment. However a large section is being furnished as a recreation room for his friends.

THOUGH PREPARED

by the city for purposes other than publicity and good will, some further idea of the scope of the coin machine industry may be gathered from a recent location survey made by Milwaukee police. Survey showed that at the time of the study there were 3,129 pin ball machines in 1,883 spots; of these 2,755 were of the payout type. It was indicated that the locations ranged from taverns (1,514) to restaurants (129) to drug stores (81) to barber shops (37) to cigar stores (25). Annual revenue was estimated at \$800,000.

HARRY H. COHEN

of Cincinnati's Ohio Specialty Co., recently purchased a six-room house of imposing appearance in Bond Hill, an attractive suburb. The buyer plans to build stores on the front of the 60- by 120-foot lot.

Fees Revoked

in State of Maine.

AUGUSTA, Maine. (RC)—The law regarding license fees on coin machines, in effect during the past two years, was recently revoked at the last meeting of this State's legislative body. The existing "games of skill" law provides that distributors shall pay an annual fee of \$25.00 and imposes a tax of \$10.00 on each implement in the possession of an operator.

Thus, after July 1, Maine operators will not be required to pay the license fee for each and every skill game operated; neither will it be necessary for distributors to obtain an annual \$25.00 license fee.

Exports Begun

on 7-play Multi Bell.

DETROIT.—Despite delays caused by material shortages, expansion plans and other similar obstacles, Detroit's A C Novelty Co. was able to complete and rush their initial export shipment of 7-play A C Multi Bells to New York in time to be put aboard the S.S. *Normandie*, which sailed May 19. The shipment was consigned to France for exhibition at the Coin Machine Show and Paris Exposition, and it marks the beginning of deliveries of the many foreign orders received since the machine was announced in the April issue of the COIN MACHINE REVIEW.

According to Export Manager Fred Merrill, there was some delay in turning out machines for foreign coin play because of the deluge of business from sales outlets in this country. Added floor space and increased manufacturing facilities will make it possible to produce and ship models for practically all foreign countries without any appreciable delay in the future, he states.

Attend Races

ATLANTA, Ga. (RC)—L. Baker Moon, Moon Novelty Machine Co., here, left for Birmingham Saturday, May 29, for a visit with friends to attend the races. E. P. Rimp, Birmingham operator, accompanies him. Moon operates music, slots, and pin tables in Atlanta and adjoining counties.



Extending congratulations to Hy Greenstein on the opening of Hy-G Games Co.'s new headquarters in Minneapolis is Dave Gottlieb, head of Chicago's D. Gottlieb and Co. Mrs. Dave and Brother Nate Gottlieb accompanied the "chief" on his Northwest visit.

Industrial Standstill

fought by Electrical Products Co.

DETROIT.—Progress in any industry calls for pioneering, experimentation, development, testing, and finally completion of that which is striven for. Industry either goes backward or forward; it never stands still. Like all sound business firms, Electrical Products Co. has gone through these stages with its products, and refuses to stand still. In its forward stride it has answered the needs of operators, jobbers and distributors, manufacturers of coin controlled equipment in three ways.

First requirement of a device for economical operation of pin games was answered with Electropak, the foundation for present-day profitable operation. So profitable has been the operation of games with Electropak that 98 per cent of the manufacturers use Electropak as standard equipment in all of their games.

Second need was for an efficient lock which would prevent operators from being robbed of their profits. True, there are several good locks on the market, but the Epco firm determined to create a lock with all the features of the most expensive lock to be merchandised at the price of the most inexpensive. The answer was the Epco Bell Lock, tested and proved through years of exclusive use by a leading manufacturer of pin games, slot and vending machines, and now offered to operators for absolute protection for every type of coin operated device.

According to report the lock itself is of strong construction and has a solid brass tumbler. Slot locks are of solid brass. Tests have shown it to be absolutely pick-proof. Key to the lock is also of solid brass, is flat and sturdy. Tumbler controls cut on the inside edges of the key make duplication by the average locksmith impossible. Key codes are fully protected and each manufacturer will have his own secret code. Some 28 million key combinations are available without duplication.

Third "S. O. S." which reached the ears of the "Guardian of Operators' profits" was from pin game operators, and was answered with the new Chereton Electro-Timer, a new-type time clock destined to outmode all other types now on the market, according to claim of Epco officials. It is said to eliminate 80 per cent of service calls—the exact percentage determined by Epco research engineers as being due to inefficient time clocks. Designed to perform efficiently throughout the life of the game, it is declared that pin game operation will thus be more profitable than ever.

The Chereton Electro-Timer has no gears, cogs or wheels, is substantially constructed, and officials say it is unconditionally guaranteed. Installation is reported as simple and quickly accomplished. Its price does not exceed that of out-of-date timers.

Production of the new devices is already underway, and both have become standard equipment on many of the games now on the market. A number of distributors and jobbers have been granted Epco Bell Lock franchises, and from them operators may secure the locks, or direct from the firm itself.

ON A RECENT VISIT

to Chicago, it was learned, Joe Frank of Nashville obtained the right of exclusive distribution for Pace Mfg. Co. equipment in the State of Tennessee.

Oregon Situation

believed clearing.

PORTLAND. (RC)—Three things of intense interest to the entire coin machine industry in the State of Oregon are now pending. The state referendum petitions have received three times as many voluntary signatures as the minimum requirement called for, in order to put the measure on the next November election ballot. The petitions were filed June 7 at Salem. This is taken as a pretty good indication of what will happen when the voters get a chance to express themselves in regard to games.

Pending in the Circuit Court is the injunction suit filed by the Northwest Amusement Co. for the purpose of enjoining the City of Portland from interfering in any way with the operation of equipment. The hearing has been held before a Circuit Court judge and a favorable decision is anticipated.

Third, the city fathers have been considering a punchboard license. Indicating that the City Commission might look favorably upon such boards as may be legally operated, the City Attorney has been directed to prepare an ordinance to provide such authority. Officials and customers both realized that the wholesale classification of all machines as gambling devices took in too much territory, as the inebriated gentleman of fabled instance in the bar room found out to his great surprise.

A merchants' association has pointed out to the Council that many machines are of great value to merchants as trade stimulators. Some boards are at present within the law, and the merchants' group, and others, want the situation cleared up and the legal ones put on a proper basis. A hearing on the ordinance will be held when it is introduced into the Council.

HOMER CAPEHART

of the Rudolph Wurlitzer Co. spent a few days in Portland, accompanied by Bill Bolles of eastern headquarters and Fred Fields, Northwestern representative for the firm, whose offices are in Seattle.

ART BRANT

of the San Francisco offices of Jack R. Moore made a recent business trip to the Northwest.

Rat Invades

vending machine: dines on cigarettes.

DAYTON, Ohio. (RC) — Human rats often take vending machines out of stores, but it remained for Charles H. Kisecker, manager of the Dayton district for the Best Cigarette Service of Cleveland, to discover a real rat actually in one of the machines on location recently.

"While servicing a machine in a Springfield location," related Kisecker, "I noticed some of the packages of cigarettes were scratched or gnawed at. Upon opening the machine, I discovered a rat that had by some method climbed up the metal stand and made an entrance. He couldn't arrange his exit, however, so decided to dine on that famous brand of cigarettes advertised as being 'so good for the digestion.'"

Kisecker believes this proves the effectiveness of Camel cigarette advertising. Even the rats are reading it!

The Dayton man has been operating 125 or more cigarette machines and an equal number of chewing gum machines in this section for the past year. Many of the locations are in small towns up and down the Miami valley.

He said Dayton is one of the "worst slugged" cities in the country, owing to the fact that the General Motors plants here seem to have a large supply of presses that punch out pieces of metal looking so much like a nickel they'd fool the mint. The territory is a good one for the promotion of slug ejector devices, he said.

HENRY ANCHESTER

of the J. P. Seeburg Corp. was a visitor to Moore's Portland offices.

EARL WURZWEILER

and his wife took advantage of the three-day holiday centering around Memorial Day and visited a number of Coast points.

GORDON MILLS

of Oakland (California) Mills Sales Co. called on jobbers and distributors here in Portland during a recent period.

ROTO BEAM

fan has just made its appearance in Portland, and a lot of callers are dropping into Jack Moore's place to look them over.

TOYS For Vending Machines

GOOD LUCK CHARMS

Boost the Take-In your Vending Machines!

Sales increase when you give your customers something for nothing. Here is something that costs next to nothing but gets results. Send for some samples, mix them in one of your vending machines and watch the pennies roll in.

Good Luck Charms are tiny animal statuettes of white ivoryite—25 to 50 subjects, such as elephants, horses, camels, dogs, roosters, lions, skulls; etc. Both kids and grown-ups go for them. Price: 65c per gross and up.

SEND 50c FOR A COMPLETE SET OF SAMPLES

WRITE FOR NEW VENDING LIST NO. 1401

EPSTEIN NOVELTY CO., Inc.

116 PARK ROW

NEW YORK, N. Y.



Philadelphia Coin Machine Operators Association

President—MARTIN MITNICK; Vice-President—FRANK ENGEL; Financial Secretary—B. HANKIN; Secretary—JACK BRANDT; Treasurer—B. STEIN.

By HARRY BORTNICK

At the last meeting of the Association attention was brought to a series of articles carried by the daily papers relative to a variety of nuisance taxes being discussed in City Council. Ben Witt mentioned the fact that a tax on vending machines was one of those most prominently mentioned. Discussion then started on the floor about the proposed tax, suggested by Mayor Wilson, to be placed on vending machines and scales. Although the levy is by no means near the legislative stage as yet, the Association laid plans for following any moves the Council might make in regard to this important matter.

"Although we do not know whether amusement machines will be included under any terms of the nuisance taxes on vending machines, I believe we should be prepared to take instant action if we are threatened with such a tax," Witt sensibly declared when he opened the matter. "Such machines as we place in stores are put there as much for the entertainment and amusement of persons who play these games as for commercial purposes. It would only be to the detriment of the public, the storekeeper and the operator for a discriminatory tax to be placed on amusement machines."

After the matter had been finally discussed, it was decided that the Association would take no definite stand or action until they found out the exact terms of any bill which might be possible of enactment.

New labels were distributed and the members were ordered to place them on their machines within two weeks to be recognized as fully paid-up members of the Association. The recognition given such locations as bear labels will be forfeited unless they are placed within the stated time.

Many evinced a desire for a group fishing-trip, and such an affair was held Thursday, June 10. Among those taking the

journey in search of finny biters were Cy Glickman, Sam Bloomenstein, Sam Lerner, Albert H. Cohan, Joe Brown and Sam Klein. All in all, there were a goodly crowd who enjoyed a pleasant time and brought back fish and tales of fish.

Association Asides:

BILL SIMPSON

is scheduled to be married within the next few weeks, and the affair will be held at no less a hotel than the Majestic. Nothing small about him—at least in his marriage plans. Congratulations and the best of good wishes from all the fellows, Bill.

MAX DORMAN

has shown his *corpus delicti* (the body, to you guys who don't understand Latin) for the first time at Association meetings in a long time. We wonder what brought him up—just a desire to see the boys, or to have some fun? Whatever it was, he had plenty of luck and good fortune, and carried home the bundle.

"SMILING RED" McGRADY

must be hard at work again, since he hasn't kept his record of good attendance. He missed the last meeting of the month. Be good and don't miss any more—or teacher spank. (Where's the stick, Marty?) We're sure, however, that good fortune has caught up with him at last—through the medium of hard work.

MEYER FRANK'S

famous "Buck Benny rides again" rode again at another meeting, but "Buck Benny" Frank couldn't ride his horse home because Lady Luck wasn't riding with him this time. The horse just bucked and threw him.

PUBLICITY MEN

by the dozens seem necessary to fill this column. But I want to say that everybody who has anything to do with this reporter's work has been swell and up on the writing tricks. Bouquets to the lot of 'em. They know who I mean, and I want to say they're grand guys and have earned my thanks a billion times.

EXHIBIT SALES

Co. of Philadelphia has prospered a good deal through the brainy teamwork of Phil Greenspan and Sam Mickelburg, who have done yeoman work in bringing their firm to the fore. They always treat you white, and they're both white, even though you might suspect one is a Litvack. Ehr zol a zo liben ve ehr's edish. Just now, from among their wide selection of novelty boards and premiums, Pick-Em-Jar seems to be knocking the operators over.

JOSEPH ASH.

of the George Ponser Co., who seems to enjoy the company of the boys in the Association—after the meetings, has just received a shipment of Homestretch machines, about which he's most enthusiastic—in case you're interested.

GLOBE PRINTING CO.,

with Aaron at the head of the outfit, seems to be going great guns in their office with a line that's so big as to be almost bewildering. Aaron seems to know his way about, though, and he's shrewd as a fox. When he says "Boys, take it" he's usually right. Incidentally, grab an eyeful of their ad in this month's REVIEW.

MONTY SPEIGEL,

heading B. D. Lazar's local office, has done well with his pin games and music boxes.

His bubbling personality seems to have attracted customers the way honey draws bees.

A CHAP NAMED BROWN

advised a group that the only difference between a "girl who will and a girl who won't" is a "will." Take heed of a wise man's word, Bill Rodstein.

MEN.

(yes, you're included, too) how about giving this reporter the names of other coin machine groups in the state? We are proud to announce our promotion to State Representative for the COIN MACHINE REVIEW. It is, therefore, our bounden duty to get information on other groups throughout the state. Want to help? Then give me the dope when I come up on Tuesday nights.

MR. BUSHWICK'S

wife doubtlessly doesn't know of the great pleasure she is depriving him of by keeping him in Tuesday nights. Let him come, huh? Thanks.

HARRY RUBIN

was sorely missed when he didn't attend the last meeting of the month. There wasn't much doing, and a lot of the blame falls on him because no one wanted to stay after the meeting when he wasn't there to keep the fun going.

DAVE GOLDSMITH.

this columnar understands, intends to enter a new field in the coin machine business. Musicians, take note. An invader into the heretofore solid ranks is preparing his entrance.

MORRIS BERGER.

counsel for the Phonograph Operators of Western Pennsylvania, evidently doesn't believe in answering letters. This reporter requested information in regard to that Association and is still waiting for an answer. Maybe somebody else in that district will write to the COIN MACHINE REVIEW and ask for the address of the State Correspondent?

NORMAN FUHRMAN

is another elusive chap. We've been trying to reach him by phone and personal visit for two months. Evidently the Cigarette Association of Philadelphia isn't dishing out any copy, either meetings news or personals. Perhaps they're a secretive bunch. Glad the Coin Machine Association isn't like that. They're a live bunch of boys for you.

FLASH!

Frank Engel and Mike Spector spent the Memorial Day week-end opening a new arcade in Wildwood. These two gents, not satisfied with staying in one city, are spreading out and they have gone at it in a big way. Hope you make a fortune. Congrats and best of good luck.

Queenie, the Spaniel,

boosts the peanut business.

CEDAR RAPIDS, Iowa. (RC) — Seth Drew, a local locksmith, has a peanut vendor. Business has enjoyed a big increase since Queenie, the dog, discovered what fell out of the machine. She has a way with her and the customers enjoy watching her "work them" for more peanuts. And then they can't let her down, so they come across and there's another penny or two for the owner. If Queenie doesn't get indigestion she'll soon be earning a salary—or at least saving her own board bill.

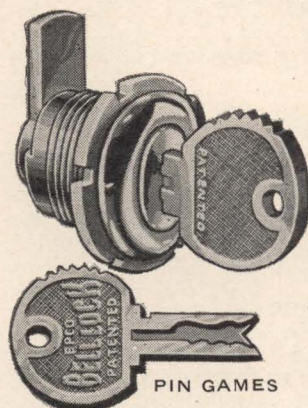
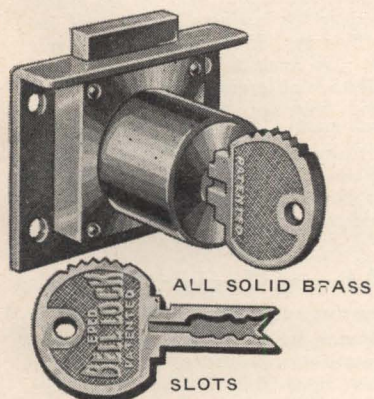
Once Again **EPCO PIONEERS!**

EPCO Eliminated Batteries from Pin Games—Made Operating Practical—Profitable! Now EPCO Eliminates Lost Earnings Due to Fraudulent Key Duplications and Excessive Service Calls!

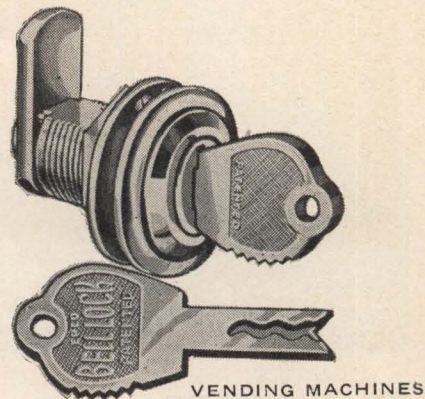
GUARANTEED PROTECTION For all Coin Operated Equipment

The **EPCO BELL LOCK**

Used—Approved by Slot Operators the World Over. . . Exclusively Used by One of the Leading Manufacturers of Slots, Pin Games and Vending Machines—NOW AVAILABLE FOR ABSOLUTE PROTECTION FOR ALL YOUR EQUIPMENT!



Solid
Brass
Tumblers



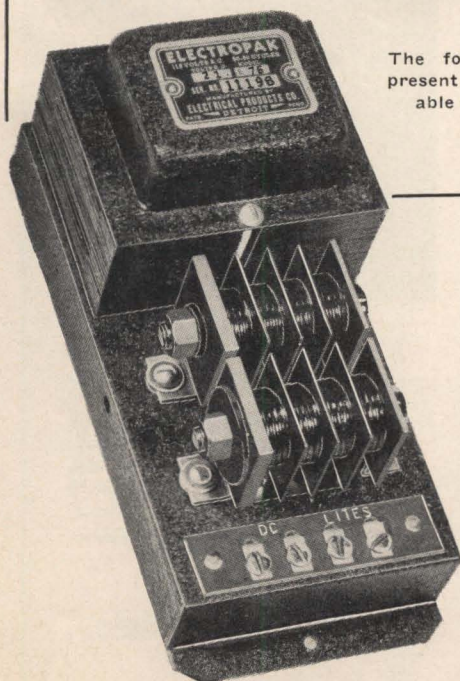
Sturdy flat key of solid brass with tumbler controls cut on inside edges . . . illicit duplication practically impossible—fully protected key codes—28 million key changes without duplica-

tions! Locks sturdily constructed with solid brass tumbler—slot lock all solid brass—pickproof to highest possible degree—Bell Lock fits all types of coin operated machines.

INSURE YOUR PROFITS!

When you buy a game insist on the genuine

ELECTROPAK



The foundation of
present day profit-
able operation

The New

Unconditionally Guaranteed

CHERETON ELECTRO-TIMER

ELIMINATES 80% OF SERVICE CALLS



No cogs, no gears, no wheels! Yet absolutely accurate and dependable! Will last the life of the game! Quickly mounted in same position as ordinary escapement time clock.

Write — Wire
Our Nearest
Branch Office

The Modern
CHERETON ELECTRO-TIMER
COSTS NO MORE!

ELECTRICAL PRODUCTS Co.

6535 Russell St.
DETROIT, MICHIGAN

NEW YORK OFFICE
3 W. 29th St.

CHICAGO OFFICE
626 W. Jackson





58

RUDOLPH WURLITZER'S

California office cleaned house May thirteenth when it shipped out the last phonograph and the last Skee-Ball game in stock. Claude Saviers of Reno, Nevada, was the operator responsible for emptying the floor. A proposed fishing trip was cancelled when head man Bill Simmons got a wire from E. H. Petering, sales manager for the home office, promising three carloads each of phonographs and Skee-Balls would be delivered to Hollywood for distribution to operators before the June first price-rise went into effect.

DICK TYRRELL,

who has recently opened vending machine headquarters in Los Angeles, predicts a wide field for the new 3-column U-Need-A-Pak cigarette vendor. His statement is based on suggestions made by operators, first of whom was A. M. Armstrong of Hanford, California. Armstrong is taking the machine into beauty parlors and barber shops on an accommodation basis, paying no commissions.

M. "STEVE" BRODIE,

head of M. Brodie Co. of Long Beach, California, reports the receipt of a large import from Japan that will be of great interest to novelty machine operators who are "hungry for something new to keep old spots alive." Within 90 days, Brodie declares, there will be available some 200 new charms never before seen in the United States. He also declares himself most pleased with his arrangements with Dick Tyrrell, vending machine jobber, who has become sole distributor for his products in Los Angeles.

GUESTS

at Santa Catalina Island's exclusive Hotel St. Catherine are reported to be enjoying the Wurlitzer Skee-Ball game recently installed there in the lobby by Operator Just.

ERIC WEDEMEYER

dropped into town again recently on one of his periodic visits to see that all is going well with his Los Angeles office.

THE PHONO-MATIC

Co. has installed a badminton court in its shop on the theory that a relaxed service man is a better service man, and that play is a good relaxative. Court is open evenings from 6 o'clock until midnight, and judging from the regular crowd that is there all the men want to be good service employees.

S. H. CHANEY,

who transferred from the East to Los Angeles the first of the year and is now working out of Will P. Canaan's offices in behalf of Mills Novelty Co.'s equipment, reports that things seem bright at the present time.

WILL CANAAN

reports that sales have boomed tremendously since the debut of the Northwestern Deluxe machine. He feels that the Triselector, which is actually just getting into production, will be the biggest vending machine item ever seen on the West Coast.

LOU FAVORITE

is becoming a familiar figure in Los Angeles jobbing establishments through his frequent trips up from Long Beach.

C. A. ROBINSON

has purchased the interests of his former partner, C. A. Schiffman, and is now operating his string of tables under his own name.

LLOYD BARNES

and Ed "Squeak" Wilkes are telling tall stories in Long Beach about the Barnes gold mine in Sonora county. It seems the boys visited the mine over the holidays and returned to Long Beach with huge sacks of shiny metal which they assert is from their mine. Barnes operates the Rainbow Skill Games firm.

FRENCHY LA BAUVE

is now associated with Bob Stark as salesman for the Rock-Ola phonograph. Frenchy has a large following of operators throughout southern California.

MOHR BROS.

are sidestepping their coin machine activity in favor of fans for the summer months. Last year the Mohr boys did a bang-up job



"I'm very hungry, aren't you, Mr. Doakes?"

with the Gaylord fan. This year they are set to break their record of leading the entire country in sales of the Gaylord.

REED SKEE-BALL CO.,

of Ocean Park, California, has just replaced the old-type games, operated profitably for many years, with ten new Wurlitzer games, according to report from Owner Reed who says, "Skee-Ball is a lasting game and I think its operation is just in its infancy. My customers have played it for years and years without losing interest. You can see the same faces now you saw last year or the year before, and you can see the same determination to run up high scores."

G. D. EVANS,

head of the Dallas office of the M. Brodie Co., recently left business in charge of Assistant Manager Smith while he took a business trip back to the main plant in Long Beach, California, accompanied by his wife and secretary. According to report Evans has been instrumental in starting out a good many new operators, as well as filling the need of the jobber for fancy and unusual charms and novelties used in novelty vendors.

No Adverse Legislation

DENVER. (RC)—The Colorado legislature adjourned early in May without passing any adverse legislation regarding coin machines. One bill which would have placed a prohibitive tax on vending machines failed to receive legislative support after members decided that the revenue to be derived under it would be insufficient to affect the state's finances.

ONE IN A MILLION



★ ★ ★
**SILVER
KING**
★ ★ ★

The
Five Star
Vendor

A proven money maker on location from coast to coast. Holds five pounds merchandise. Vends anything . . . nuts, candies, novelties, etc., etc. Beautifully finished in baked red enamel. Porcelain enamel finish available for \$1.00 extra. Size 7 x 7 x 14 inches.

Order Today From Your
Local Jobber
OR

**Security Investment
Co.**

1283 W. Adams Blvd.
LOS ANGELES

Los Angeles, Calif.

TENNESSEE-KENTUCKY



Visitors

fill jobber showrooms.

NASHVILLE. (RC) — Month-end visitors to Nashville from out in the state report conditions in their respective territories as satisfactory. Seen around the various jobbers places lately were the following operators: J. R. Powers, Clarksville; J. R. Green, Victoria; Henry Johnson, Lafayette; C. T. Sherrill, Doyle; George Buchanan, Columbia; John Booth, Gallatin; B. H. Paschall, Jr., Arlington; E. S. Spangler, Manchester; Jewell Rawls, Springfield; S. E. Ewing, McMinnville; Carl Martin, Chattanooga; and G. R. Burger and W. H. Ballard, proprietors of B & B Novelty Company, Manchester.

Out of state visitors were W. B. Martin, Bowling Green, Ky.; Maynard Pace, Allensville, Ky.; A. G. Cherry, Scottsville, Ky.; H. J. Whitfield, Hopkinsville, Ky.

Out-of-Towners

ATLANTA, Ga. (RC) — Atlanta jobbers were honored by visits from an unusually large number of out-of-town operators during the last few days in May. Among those seen around were Roy L. Bowder, Athens; F. E. Deaton, Columbus; W. B. Whatley, Montezuma; A. J. Lovelace, Ball Ground; Hoke Smith, Lindale; R. A. Shearer, Rome; R. White, Cartersville; M. Youngblood, Columbus; and Fred Knight, Blue Ridge.

High Esteem

CHATTANOOGA, Tenn. (RC) — Quiet coin machine men are like still waters. They run deep in the hearts of their fellow citizens and deep into the amusement budget of the community. O. F. Boggess of this city is an example of the sound, solid type of operator who saws wood and says nothing. His reward is a profitable business and the whole-hearted respect of everybody who knows him. Boggess is constantly buying new machines, which is a sure sign of sound growth.

Chooses Coin Machines

NASHVILLE. (RC) — A new service man here is Ewell E. Scott. Scott is just eighteen years old, a high school graduate, and he says that he selected the coin machine business deliberately after a careful study of the vocational field. Ewell started with H. G. Payne & Co. two months ago and Payne says that the boy is going places. He has his mind on his business and his business on his mind.

No slight to Kentuckians, or to Tennesseans living outside of Nashville is the choice of this photograph of Nashville's Parthenon for use as the page heading for news from this area. Already bound by common interests (Tennessee has its Parthenon, Kentucky its Derby and its Irvin S. Cobb), the COIN MACHINE REVIEW found it expedient to link the two under one heading. The building shown here is, incidentally, an exact copy of the original in Greece, and is the only copy of it in existence. Photo courtesy of the Nashville Chamber of Commerce.

Smoke Shop

is proving ground for other spots.

MEMPHIS. (RC) — His centrally located downtown smoke shop has been an excellent proving ground for new amusement machines bought for his string of 20 outside locations, according to Jack Cummings, popular local coin machine operator.

"The good machine is the one that gets the business," Cummings declares. "Where you have a good machine, the location will take care of itself." The Memphis dealer selects from all the new machines the type he prefers, puts them into his central shop for test; from there they may be sent out to other locations as the need arises. Hamburger stands and drug stores, he has found, are the best types of outside location.

Cartwright Big

operator.

NASHVILLE. (RC) — One of the biggest coin machine operators in the South, in more ways than one, is John Cartwright. John says his avoirdupois fluctuates with the seasons, getting close to three hundred pounds in winter but dropping back to around 265 when the sun begins to beat down.

Besides operating a large number of marble tables and music, Cartwright has large real estate interests, not only in Nashville, but out in the state as well.

Parkers Celebrate

wedding anniversary.

NASHVILLE. (RC) — The first year may be the hardest for some married couples, but it has been a year of happiness for Mr. and Mrs. S. J. Parker who celebrated their first wedding anniversary May 18.

Parker came here from Birmingham three years ago and has firmly established himself as an operator of pin games. The firm name is Parker Distributing Co. Parker handles novelty merchandise as a side line.

Spare Time

well occupied by Tennessee operator.

NASHVILLE. (RC) — Howard Jones denies that the little black bag that he carries with him all the time contains anything more dangerous than keys or more valuable than slugs. There has been a good deal of speculation among Howard's friends in the trade as to what this mysterious bag contains. There are whispers about infernal machines, but some say it is just money.

Jones is well-known here for his cultural pursuits. His leisure time hobbies are collecting rare old china and studying Elizabethan drama. His collection of rare vases is a delight to the soul of any lover of beauty and his knowledge of poetry is the envy of college professors.

Biggest Little

operator claims title.

NASHVILLE. (RC) — Frank "Little Giant" Higgins claims that he is the biggest little operator in the world. Frank weighs 310 pounds with his eyes shut and stands four feet nine inches in his stocking feet when he is standing up. His height when he is lying down is four feet and ten inches.

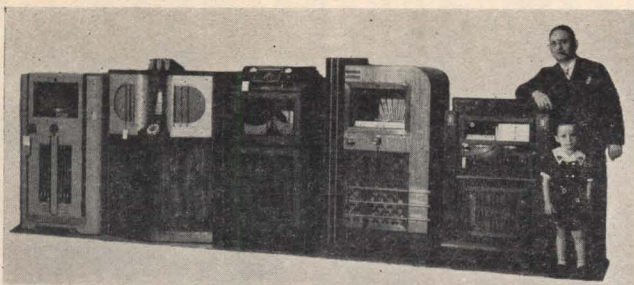
The "Little Giant" started out in life as a wrestler and achieved considerable success as a bone crusher. However, he says that the secret of his drawing power was in making faces at the cash customers. Frank switched to the coin machine business in 1932.

New Firm

NASHVILLE. (RC) — Mose Jacobs and C. Barrett are new operators in the Middle Tennessee area. The new firm, operating under the name of Jacobs and Barrett, is locating venders and games in Davidson, Cheatham, Hickman, and Clay counties. Mr. Jacobs states that they expect to expand gradually, putting new equipment out as conditions justify the purchase of machines.

Visit Memphis

MEMPHIS, Tenn. (RC) — Coinmen John Hobgood and Joe Frank of Nashville visited in this city recently. Operator Hobgood says he is working on an invention that will revolutionize the coin machine business. However, he refuses to divulge the nature of the device, stating that any announcement now would be premature.



Dan Baum and his future assistant manager, Danny, Jr., offer these very attractive floor samples at a price that is right.

BRAND NEW FLOOR SAMPLES

1 Seeburg (green) Symphonola.....	\$175.00
1 Seeburg Modernistic Symphonola.....	225.00
1 Mills DO RE MI.....	235.00
1 Capehart Orchestrope	145.00
1 Gabel Junior	145.00

New Keeney Targette.....\$137.50

SPECIAL—24-inch Air Circulating Fans. 1/4-h.p. Motor on 7-foot Stand. Very high speed. Regularly \$67.50 value at OPERATOR'S QUANTITY PRICE—SPECIAL at \$29.85 each.

USED PHONOGRAPHS

Wurlitzer P-12's (Recond.).....	\$130.00
Wurlitzer P-10's (Recond.).....	105.00
Mills Dance Masters.....	65.00
Mills Troubadours	35.00
Seeburg Juniors	25.00
Capeharts (Non-Selective)	20.00

Wurlitzer Skee-Ball (like new).....\$125.00

Two Machines That Top Them All—JENNINGS CHIEFS and WURLITZER SIMPLEX

WE CAN GIVE YOU PROMPT DELIVERY, and Will Take Your P-12's, 412's and Late Model Mills Q. T.'s in Trade.

Are you interested in the finest selection of Used and Slightly Used Slots ever offered? Let us know what type Slots you are interested in, and we will give you our confidential price. We will take your late model Wurlitzers and late model Mills Q. T.'s in trade.

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When in Our City, Pay Us a Visit and Make Our Office Your Headquarters.

BAUM NOVELTY COMPANY

GRAND 7499

ST. LOUIS, MISSOURI

2012 ANN AVENUE

L. A. County

operators form association.

LOS ANGELES.—Meeting at Irving Bromberg's display rooms Thursday evening, June 3, some 50 operators whose equipment is placed in Los Angeles County gathered to form what is now known as the Associated Operators of Los Angeles County. Authorized by popular vote to assume full charge of the new Association was "Curley" Robinson, long-time local coinman. Named as members of the Board of Governors were: Vernon L. Moore, Abe Chapman, Eli Glassman, Jack McClelland and Jack Guttschall.

Permanent offices have been established at 1044 Venice Boulevard, Los Angeles.

Kulick to Daval;

former Wurlitzer man assumes new post.

CHICAGO.—Ben Kulick, formerly with the Rudolph Wurlitzer Co. covering their New England territory, has accepted the position of general sales manager with the Daval Mfg. Co., according to recent announcement by Daval President A. S. Douglas.

Kulick was with Wurlitzer during the past three-and-one-half years, and toward the end of that time he succeeded in moving the New England area from seventeenth place in sales to a spot very close to the top.

In making the change it was indicated that Kulick left Wurlitzer with the best of mutual good-feeling, is now looking forward to new, broad fields to tackle. His entrance into the Daval firm was marked by due celebration.

It is expected that Kulick will shortly

make a personal tour of the Pacific Coast where he will visit all operators and distributors in the interests of Daval equipment.

G. H. KELLY,

Pasadena, California operator, now has around 50 new Jennings Chief machines, purchased through Jean Minthorne of Jack R. Moore's Los Angeles office. He recently added to those a number of Console Chiefs.

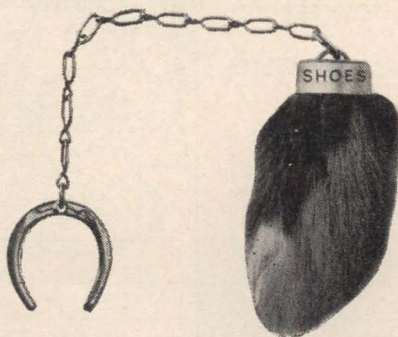
TED WEBER,

Los Angeles music operator, added 25 more Seeburg Melody Kings to his string not long ago; they were acquired from Jack Moore's Los Angeles office.

W. D. CLUFF,

of Phoenix (Arizona) Western Specialty Co., was a recent visitor to Los Angeles, looking over new equipment.

VALUABLE PREMIUM



Key Chain & Rabbit Foot

\$5 per 100

Plain Rabbit Foot

\$3 per 100

Samples 10 cents each—Deposit with order.

Balance C. O. D.

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Your Ad
Printed Around
and top of Cap
in Lots of
5000 or over

Special Prices
For Quantity Users

Sole Manufacturer

J. E. Brewer

230 West 26th Street
New York City

Sad Sam is \$itting Pretty Now!



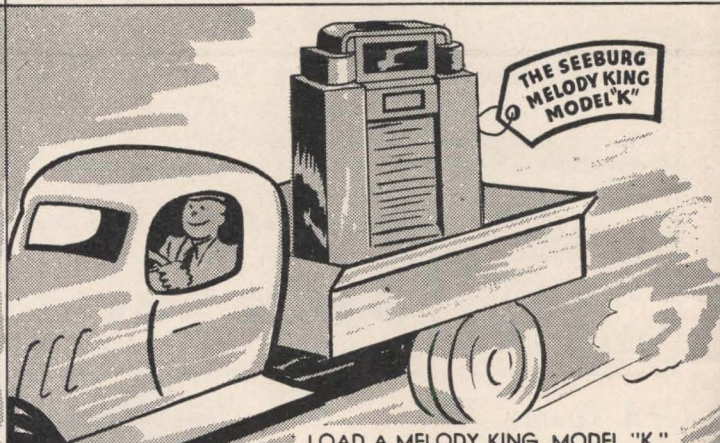
1 WHEN LOCATION RETURNS ARE UNSATISFACTORY AND THE NICKELS ARE GOING ELSEWHERE . . .



2 AND YOU WORRY YOURSELF TO DISTRACTION ABOUT OPERATING EXPENSES . . .



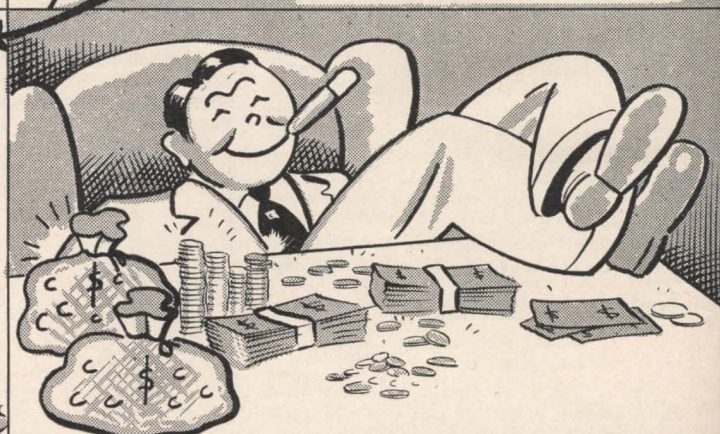
3 TAKE A TIP FROM A FRIEND ON HOW TO GET THOSE NICKELS INTERESTED!



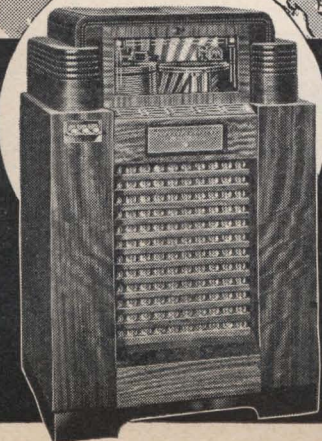
4 LOAD A MELODY KING, MODEL "K," ON YOUR TRUCK AND RUSH IT TO



5



6 . . . MORE PROFITS THAN YOU EVER THOUGHT POSSIBLE!



WHATEVER YOUR MUSIC OPERATING PROBLEM MIGHT BE . . . *The* SEEBURG MELODY KING, MODEL "K" WILL HELP YOU SOLVE IT TO YOUR COMPLETE SATISFACTION! *Write for literature and information on the Most Valuable Franchise in Music!*

Automatic Music

Style Demands

rough treatment for
phonographs.

CHICAGO.—If you're a manufacturer, a distributor, a jobber or an operator handling phonographs, you've got to follow the trend. If you don't nobody'll think you're modern, and they'll probably shun your equipment like poison. We don't know who started it, but the most recent trend has to do with throwing phonographs off speeding trucks (like an early-vintage movie), dropping them off second-story balconies, or getting up on top of them and stamping.

Latest variation has to do with a couple of dark boys who apparently thought one phonograph was a safe. The story was told by Harry and Max Hurvich of Birmingham, Alabama, in a letter addressed to Tom Hanlon, advertising manager for the Rock-Ola Mfg. Corp. of Chicago.

Wrote the brothers: "Several days ago thieves broke into one of our large Negro locations and tried to break into a phonograph. They were unable to break off the back lock, so they took the machine out into the back yard, turned it upside down and shook some of the money out.

"They left the machine lying in the back yard, upside down, and it happened that later that night there was a terrific spring rainstorm. The machine was left out in this rain all night and we found it next morning upside down and completely covered with mud.

"We brought the machine into the store and while, of course, the cabinet had to be refinished, the mechanism was in perfect condition. We dried out the cone and amplifier, and the machine continued to play as usual.

"We think this is a very remarkable tribute to the durability of the mechanism of the Rock-Ola Phonograph."

Next thing we know somebody will take a stick of dynamite to some manufacturer's phonograph with the single result that the machine will shudder slightly and then play all twelve records at once.

So far as we can see the whole business proves only one thing: Everybody's phonographs are pretty well-made, will stand up under a good bit of abuse. But if you want more than proof—if you want to be in style, you'll go out at once and put your phonograph on a railroad track, or build a bonfire under it, or convert it into a feeding trough for the elephants. The greater the horror you can devise for the instrument, the more style you'll have (and pretty soon you can forget all about the music box, itself).

And of course you want to be in style. If you don't—and shame on you!—you're virtually an outcast.

Old Lady: "I know you. You're one of the tramps that I gave a pie to last summer."

Tramp: "You're right, ma'am. You gave it to three of us. I'm the sole survivor."

Unseen Music

solves problem of small
locations.

CLEVELAND. (RC).—Patrons of the smaller beer gardens in Cleveland now have music with their beer. For years phonograph owners have looked hopefully at the smaller locations, the ones where business was good, but not quite good enough to warrant the investment necessary to install a large and beautiful machine.

The problem has been solved by Sammy Landers (not the maestro, nor a relative). He found that the patrons of the beer spots could be persuaded to pay for invisible music. And so he had installed a number of old machines, made by Wurlitzer long ago. They are still as good as new in everything but appearance.

"Don't get me wrong," says Sam. "The new phonos can't be beat. Nor is there any question whether they would bring in more business. This, however, is only a way of hitting pay dirt where there never was any before. I keep phonographs on my regular route, and all are practically new. But the old ones, which don't have to be seen and can be hidden under a counter, with a sign on the edge, still bring in the nickels. And that's the test of any machine!"

Occasionally, where business is really good, he removes the old music box, and puts in a new one. As a matter of fact, that method has gotten him spots he never could have gotten in any other way.

'Old Timers'

in music business
listed.

BANGOR, Maine.—In this town lives M. A. Melvin. At the age of 78 he is still very efficiently operating phonographs, after 61 years of experience in the music business. Such a lengthy period of activity in any one line is most unusual, and probably Melvin really qualifies for the distinction of having the longest period of experience in the music business of any present-day phonograph operator. At any rate it was toward him and the town of Bangor that all eyes were turned at a recent pow-wow of phonograph operators and distributors when the question of "top honors for old-timers" arose.

Other notable men in the business for a long period of time include Bill Goetz and Sam Kresberg, both of New York City's Capitol Automatic Music Co. Both have been so engaged for 24 years. Pioneers—men who are not so old but who got into the music business early in their youth and stayed with it—include Ralph McCabe, Chicago; Sam Cohen, Atlanta, Georgia; and Ben Marshall, Detroit.

Adverse Legislation

often traceable to use of
"smutty" recordings.

CHICAGO.—That the use of "smutty" and objectionable recordings in music operation is a definite menace to the industry, was again given concrete substantiation recently by N. Marshall Seeburg, acting head of the J. P. Seeburg Corp. Long a leader in the fight to eliminate unworthy phases of the business, Seeburg reported that existing conditions in certain territories serve as pointed warnings to all music operators, indicated that adverse legislation could often be traced directly to abuses maintained by operators.

"In the State of Washington," he declared, by way of example, "there had been under consideration until recently, adverse legislation on the operation of phonographs—almost solely because of objectionable discs. Although the Washington operators were victorious in their fight to maintain music's legality, it cost them serious losses in time and profits.

"Outwardly, and on first examination, the use of such recordings would seem profitable. Closer study shows the facts to be just opposite this. For a while the operator may make a little extra money, but one morning he will wake up to find that the location using that type of record has lost the better element of its trade and what remains is what we commonly term the 'dregs,' hoodlums, persons of low moral character.

"Naturally," Seeburg continued, "that location has become a 'dive' and a liability against the community. What follows is that complaints are brought against the owner of the location. Next comes police surveillance and the end of that particular place is in sight along with the end of what little collections had been made since the inception of objectionable recordings. Therefore it is plainly evident that what looks like a 'good thing' is actually a vicious boomerang that works no good for all parties concerned.

"Newspaper clippings from all sections of the country have reached my desk, illustrating the activity of law enforcing officials against the types of location which are considered blots on the reputation of their communities—locations in which objectionable recordings have aided in the moral degeneration of those who patronize the spot, as well as the economic degeneration of the location itself.

"To sum up, objectionable recordings are definitely dangerous to music operation, and concerted action and cooperation are needed to maintain the high standards of the industry for which we have fought so long. It is most gratifying to know that the leading record manufacturers—RCA Victor, Decca and others—have taken a stand against 'double-meaning' and other types of objectionable records and have been waging campaigns to reveal to operators the detrimental effect of such records to the automatic phonograph industry as a whole.

"Such cooperation from this source is indeed of great help in the forward-looking
(Continued on Page 64)



operators' battle to keep his business on a high plane."

Quoting from a letter recently received from a prominent Southern music man, Seeburg added: "It is time for operators to do a little thinking on this matter. Let us forget the thought of the little personal gain that might accrue through the use of 'smutty' records and weigh it against the real and future greatness of the industry. We will all be much farther ahead if we get together on something that affects us all."

Spanish Records

Reviewed by F. V. LEAL
Manager, Calderon Music Co.,
Los Angeles

The American Record Corp. of California is about to release a very special group of Vocalion records that will be of great interest to coin machine operators with Spanish music spots. Although I ignore the catalogue numbers just at present, I have heard the proofs and am listing below the outstanding selections which you will do well to watch for.

Just to remind you, these numbers are recorded by that unbeatable combination of artists that gave us "Lupita" and others that you well remember. Vocalion, no doubt, stood up and listened to the clamor of "more like this one," and here are the results. Furthermore I have picked out one number by Margarita of the Padilla Sisters, well-known radio stars of the Spanish programs. I am sure it will suit those operators who are ever on the lookout for new ideas in Mexican music.

VOCALION

Chico y Margarita (V)
QUE ME GANÓ CON LLORAR,
Corrido
LOS CUATRO VICIOS, Corrido

Los Madrugadores (V)
ADELAIDA, ADELAIDA,
Marcha corrido
LAS COPETONAS, Corrido tapatio

Margarita Padilla (V)
INQUITUD, Fox lento
ACUERDATE DE MI, Fox

It seems that we just can't keep from writing about Lydia Mendoza, and as long as the public wants her in first place we are only too willing to keep her there. Here are her latest:

BLUEBIRD

Lydia Mendoza (V) 2982, 2975
TU VANIDAD, Cancion
ARRULLO, Cancion

AQUEL AMIGO, Cancion
UN DIA SOÑE, Cancion

COLUMBIA
Gem of Them All!

PHONOGRAPH OPERATORS

The VELVETONE

is an improved
2000 - PLAY NEEDLE

It gives you better tone, longer wear, and greater record life.

L. E. TURNER 1229 Park Row Bldg.
New York, N. Y.



Shown here are officers and board of directors of the recently-organized Missouri Phonograph Operators' Association. Seated (left to right) are Basil Neal, Leo Biedermann, Jack Beckmann, Seldem Blumentfeld. Standing: Joe Morris, Vincent Sieve, Mike O'Gilvy, J. LaBan, M. C. Ballensiefer, William Betz, J. C. Stewart. Photo by REVIEW cameraman, taken in the showroom of the Wal-Bil Novelty Co.

Workout

ST. LOUIS. (RC)—Perhaps the automatic elevator is getting old, or it sees too much service to the fifth floor, the location of the Wurlitzer showrooms. The fact is it got stuck between floors recently and interested phonograph customers had to "hoof" it to the fifth floor. If anyone was inconvenienced it was Walter Gummer-sheimer. To hoist his avoidupois up the endless flights of stairs was a real job. To make matters worse, he arrived at his office after lunch—walked it all off, one might say—and found he had exerted himself uselessly; the elevator was working again, unbeknown to him.

Servant: "The doctor's here, sir."
Absent-minded Coin Machine Man: "I can't see him. Tell him I'm ill."

Amusement?

CHICAGO.—Whether cynical or merely amused cannot be determined; at any rate the Chicago *Daily Tribune's* editorial column headed "A Line o' Type or Two" recently made this comment: "We are informed that the war against slot machines is on in full Cook County style. Six months from now what'll we have to amuse ourselves with—aside from slot machines?"

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Zeigler Insurance Agency, Inc.

NO WONDER

WURLITZER-SIMPLEX *Operators are Happy!*





Left, R. Warncke, San Antonio, Texas, at left puts it this way: "As I look back on it, the luckiest day of my life was the day I became a Wurlitzer-Simplex operator. There's one instrument that sure goes to town when it comes to pulling in coins."



Above at left, W. E. Gortner, Manitou Beach, Michigan remarked: "Yes sir, I'm mighty thankful that I operate Wurlitzer-Simplex Automatic Phonographs. They certainly get and hold the big locations for me."



Below at right, A. E. Bagnall, Midway, Florida said: "I'm mighty glad I became a Wurlitzer-Simplex operator. Who wouldn't be once they have experienced the success that goes with these wonderful instruments?"



Of Course WURLITZER SIMPLEX OPERATORS are Happy!

WITH THE GREATEST
AUTOMATIC PHONOGRAPH
IN WURLITZER HISTORY
to get and hold the
Best Locations

Read what these representative Wurlitzer operators say about their success with Wurlitzer-Simplex Automatic Phonographs and you'll realize why they're happy.

Operate Wurlitzer-Simplex Automatic Phonographs and you'll be happy, too! Write, phone or wire for operator's proposition on this greatest of all automatic phonographs that gets and holds the best locations everywhere. The Rudolph Wurlitzer Co., North Tonawanda, N. Y. Canadian Factory: RCA-Victor Company, Ltd., Montreal, Quebec, Canada.

Seated below, W. J. Mashek, Platte Automatic Amusement Co., North Platte, Nebraska said: "Am I glad to operate Wurlitzer-Simplex Automatic Phonographs? I'll say I am. They've got competition backed right off the map—in appearance—in beautiful tone—in ability to earn money."



Left, E. M. Bush, Marshfield, Oregon, second from left, expressed his satisfaction in all things Wurlitzer. He said—"Satisfied that I am a Wurlitzer-Simplex operator? I'll tell the world and then some."



WURLITZER-SIMPLEX

MODEL 716

WURLITZER-SIMPLEX OPERATORS GET AND HOLD THE BEST LOCATIONS
WITH MODELS THAT BEST MEET THE LOCATION'S DECORATIVE SCHEME



WURLITZER-SIMPLEX

MODEL 616

WITH A COMPLETE LINE OF FOUR BEAUTIFUL MODELS, WURLITZER-SIMPLEX
OPERATORS CAN MEET ALL COMPETITION



Cab Calloway ... has "what it takes"

Swing, Baby, Swing

*Here's an Aisle-Seat Story of
How the Hi-De-Hi-De-Ho is
Produced in Music*

IT'S SWING-TIME IN America! After the war, it was jazz-time. After the boom, it was croon-time. After the depression, it's swing-time.

Swing music is "tops" just now. It's on the stage, on the screen, on the air. The music goes 'round and 'round, and everybody comes out swinging.

What is this thing called "swing"? Is it a new kind of music? No, it isn't even a *kind* of music. You can't tag swing as you can a rag, a waltz, or a fox-trot. Swing is just a *way* of playing music. It's a way of letting off steam in crazy cadenzas and hi-de-hi-de-hoes.

A good swing man can swing any tune. For instance, Duke Ellington can take a waltz or a namby-pamby fox-trot and "kick it up" into a frisky tune. When he plays *In the Shade of the Old Apple Tree*, it swings—shade, apple, and tree. But when Wayne King, who isn't a swinger plays a "hot" number like *Riverboat Shuffle*, it doesn't swing. It doesn't even shuffle. When Rudy Vallee sings *Am I Blue*, it snuffles. But let Cab Calloway, ace of vocal swingsters, take a whack at it, and you've got the Mississippi doing the roarin', and the tearin', and the grievin', for you.

High-brow French critics call swing music *la musique hot*. They say it's "dynamite with control." Louis Armstrong, No. 1 swing trumpeter, wouldn't recognize his own music by that name. The English call swing music the "scientific application of measured stimuli." Benny Goodman, the crack swing clarinetist, would toot a merry cadenza if he heard that one. To the men who make swing music, swing is "like lovin' a special girl, and you don't see her for a year, and then she comes back—well, it's somethin' inside you."

That's the best description of swing: something inside you that must come out in music. Swingmen create as they play. They play without a score. And good swingmen hardly ever play the same piece twice in exactly the same way. They take a simple melody, a well-known tune. They elaborate it. They improvise. They fake. They syncopate. They play it as the spirit moves them. They play the music as it was *not* written. The melody is heard only now and then, just enough to tease the listeners, and to make them wonder how much music can be played in and out and all around a tune which they once thought very simple.

Suppose we go swinging. It's one o'clock in the morning. We know that the Cotton Club in New York's Harlem is going 'round and 'round with Duke Ellington and his music. So, to the Cotton Club and a ringside able for our first-hand experience with *swing*.

The Duke is swaying at the piano. The orchestra is quietly playing *Old Black Joe*. "Not much to that," we say, "just like any orchestra in Kalamazoo." "Jus' you wait," says our waiter. "They's only ridin'!" "Riding," we learn, is playing music as it is written, in easy-going style.

Then suddenly *Old Black Joe* seems to stumble; it misses a beat, then another. Our waiter whispers, "There they goes! They's gettin' off. Them cats sure friskin' dem whiskers. They're kickin' out! They's in de groove! They's SWINGING!"

Sure enough! *Old Black Joe*, the lazy plantation song has become a swing song, wild with scales, chords, broken chords, and cadenzas. The simple melody has turned into an inspired hodge-podge of syncopated toots, growls, squeaks, boom-booms, and

whoa-ho-hoes. Now a trumpet insists on "comin' 'cause his head is bendin' low." Now a clarinet is vowing that "he hears their voices calling Old Black Joe." And all the while, above and under the trumpet and clarinet are the brasses, the saxophones, the piano, the violins, the trombones giving Old Black Joe a send-off he never had before.

And now it's three o'clock in the morning. The Duke and his men have to have a rehearsal. We've got a pull with the management, so we stay on. The waiter says, "They's goin' in de woodshed." We scramble to our feet. Where's the woodshed? The waiter calms us down. "There ain't no woodshed. I means they's goin' to experiment with a song, private-like."

The Duke sits at the piano and runs his fingers nimbly over the keys. We hear *St. Louis Blues*. We're disappointed: the band in Kalamazoo is always whining the *St. Louis Blues*. But listen! What are they saying? "Here, gob stick (clarinet), get off (improvise)!" "Pick it up, trumpet." "Moth box (piano), break it down (get hot)!" "Break!" "Lick!" "Sock!" "Swing!" Without a single sheet of music before them, the Duke and his swingsters are syncopating, improvising, faking, breaking, swinging. And *St. Louis Blues* is no longer a weak whine, but an angry wail!

But our experience with swing is not yet complete. We've got to attend a "jam session." That's where swingmen really cut loose. After their commercial work—that is, playing for money—swingmen like to get together and play for their own amusement. They have certain places they go to—small night clubs off the beaten track of Broadway, usually in a basement.

On a small platform are some musicians lolling in their chairs. They're coffee-and-cake men who sit there every night—the regular crew, as it were. They don't get much for playing; that's why they're called coffee-and-cake men. On chairs drawn up around the platform are the sitting-in men. They just drop in to "jam." There's no sheet music around. There's no leader.

Suddenly one of the sitting-in men picks up his clarinet and starts to play softly. We think we recognize the tune. Slowly the other musicians join in, one by one. The clarinet is still leading. The rest follow, playing an intricate obbligato or accompaniment. Now we're not so sure that we recognize the tune. Then without warning a trumpet picks up the lead. The clarinet subsides. The trumpeter shouts, "Blues in A flat!" Away they go! each man is playing for himself alone, and by himself. Yet each man's idea of what blues in A flat should be seems to follow and synchronize with the trumpeter's idea. Their individual music put together has a definite melody, a definite pattern.

That's "jamming." At a jam session, alligators (listeners-in) aren't allowed to clap. The "cats" (swingsters) don't like it because it reminds them of their commercial work. So we alligators just sit and wonder at the musical energy cut loose before us.

How old is swing music? As old as human nature, though we have become aware of it just recently. The fiddler at a Kentucky barn dance who, after swigging corn whiskey, bursts forth into wild cadenzas and double-stops is a swingster. A poet by the name of Shakespeare who wrote *Romeo and Juliet* went "swing" one day when he wrote a song about a lover and his lass who went "a-swinging" with a "hey, and a ho, and hey nonino."

Swing is just music played "that way because you can't help yourself!"

[Reprinted through courtesy of THE EAGLE MAGAZINE]

500,000 SLIGHTLY USED PHONOGRAPH RECORDS

VICTOR, BRUNSWICK, BLUE BIRD,
VOCALION, MELOTONE AND DECCA
RECORDS. NO TWO RECORDS ALIKE.
PACKED IN LOTS OF 100 ONLY!
INSTANT SHIPMENT GUARANTEED!

100 FOR ONLY \$3.00

Full Cash MUST accompany
each order. RUSH YOUR
ORDER IMMEDIATELY!

McCORMICK MACHINE CO.

121-123 West Fourth Street
Greenville, North Carolina

Bill Simmons

gets break.

HOLLYWOOD. — Bill Simmons had dined well at Armstrong's Cafe on Wilshire Boulevard. "Now," thought he, "back to the offices of the Rudolph Wurlitzer Co. to get something done." He headed for his car and found—a snappy-looking roadster folded neatly into the side of his buggy!

He waited a bit and finally the owner appeared—none other than the head man at the Zeigler Insurance Agency. It so happened that Zeigler's car was pushed loose from the curb by another driver who was attempting to park, and breaking loose from the curb it headed down hill and plowed into Simmons' vehicle.

"Take it to the garage and have it fixed up like new," Zeigler ordered. "I've never had occasion to use Zeigler's property damage clause before and this is as good a time as any to begin." So, as the headline said, Bill Simmons got a break.

McCallister in St. Louis

ST. LOUIS. (RC)—Louisiana, Mo., was recently represented in St. Louis by Mr. R. W. McCallister and family. McCallister operates assorted coin machines in the Louisiana territory and was on a shopping tour. He wanted a Wurlitzer phonograph but found that they were temporarily out of stock; in fact, there were 240 back orders ready to move out as soon as they could be delivered to the local jobber. The McCallister home, incidentally, has the distinction of being right across the street from that of Governor Lloyd C. Stark, and of being the oldest house in the town of Louisiana.

MELOTONE
Ace of the Hit Parade!

Washington Automatic Merchandisers Association

President—ALBERT H. FARMER; Vice-President—ALEX LEWIS; Secretary-Treasurer—A. B. SHAY. Address correspondence to Mr. Shay at 925 N. 70th, Seattle, Wash.

The last monthly meeting of the W.A.M.A., held May 25, was given over principally to a discussion of the tax situation, and members attending voiced their opinions on the proper amount that should be paid the tax commission. Instructions on how to fill out the tax commission reports were also given, as well as constructive advice by the legal counsel, which is headed by Emmett Lennihan.

All operators were warned to have the new coin machine certificates, which are in addition to the license certificates, and which act as an identification source and a means of quick check-up by authorities, pasted to each machine. There is no charge for these stickers.

The W.A.M.A. called a special meeting on June 3, at which time stickers, along with instructions for use, were dispatched to members.

Norman to Florida;

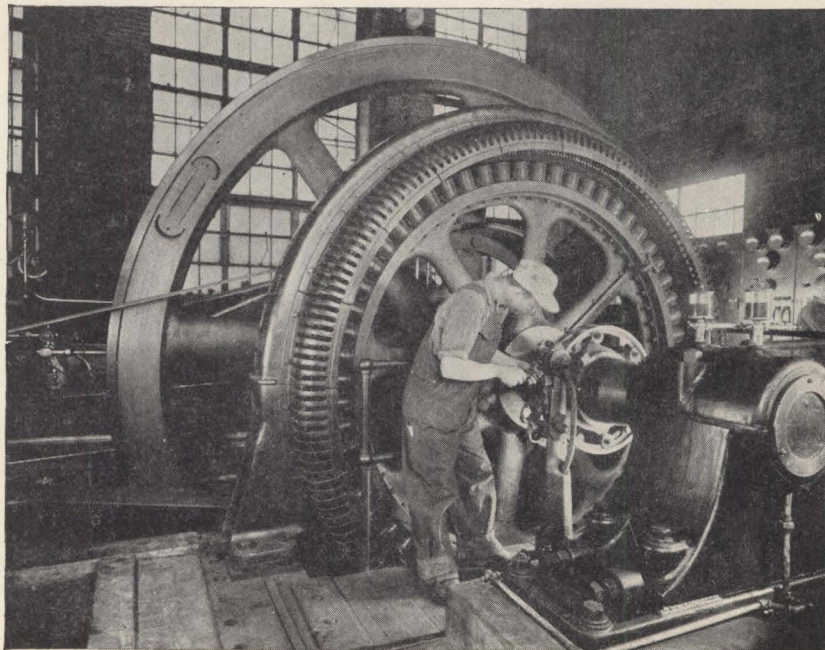
leaves Wurlitzer for Dixie Music Co.; health given as reason.

MIAMI.—Effective May 22, Bob Norman, advertising manager of the Rudolph Wurlitzer Co. of North Tonawanda, N. Y., severed his relations with the manufacturing firm to affiliate with the Dixie Music Co., here. A need for sunshine and out-of-doors, because of the condition of his health, were given as reasons for ending his services with Wurlitzer.

"The 'lure of the Florida climate' has got me, boys," Norman declared in a letter of notification of his resignation, addressed to all Wurlitzer district managers. Though "straying from the fold," he indicated that he was still enthusiastically a Wurlitzer man at heart, prophesied a continuance of the "amazing sales record" made by the firm.

Back in Fold

ST. LOUIS. (RC)—A man who can hand out \$200 without blinking an eye must be a man of means. Anyhow, it cost Frank Dolce that much to get back into the good graces of his better half. It appears that somehow Frank got a wrong argument started with his wife and she refused to be soothed until the \$200 reconciliatory gift had become an established fact. In order then to induce smooth sailing at home Frank arranged for the delivery of the baby—a Wurlitzer Baby Grand Piano. While he is out the cash, he is back in the fold—and that is something.



Machines—if you're an operator, the chances are you're somewhat mechanically inclined, and perhaps you'll be interested in this "shot" of one of the powerful motor-generators in Chicago's Rock-Ola Mfg. Corp.'s power plant. One of seven such dynamos, the entire group are capable of producing enough power to light a city of 25,000 inhabitants.

Music Survey

MELOTONE

Ace of the Hit Parade!

Below Are Listed the Best Sellers of the Past Month. Side Responsible for the Record's Popularity Is Listed First.

- BLUEBIRD**
 B-6942—Kitchy-Mi-Boko Isle
 At a Carnival in Venice
 Shep Fields and his Rippling Rhythm Orchestra
 B-6933—I'm Bubbling Over
 There's a Lull in My Life
 Shep Fields and his Rippling Rhythm Orchestra
 B-6955—Alibi Baby
 Moonlight on the Highway
 Shep Fields and his Rippling Rhythm Orchestra
 B-6966—Without Your Love
 Toodle-00
 Shep Fields and his Rippling Rhythm Orchestra
 B-6920—Carelessly
 Words Fail Me
 Ted Mack and his Orchestra
- BRUNSWICK**
 7855—They Can't Take That Away from Me
 I've Got Beginner's Luck
 Fred Astaire with Johnny Green Orchestra
 7876—Wake Up and Live
 There's a Lull in My Life
 Alice Faye with Cy Feuer Orchestra
 7857—Shall We Dance?
 Let's Call the Whole Thing Off
 Fred Astaire with Johnny Green Orchestra
 7888—Toodle-00
 The Merry-Go-Round Broke Down
 Music in the Russ Morgan Manner
 7856—Moonlight and Roses
 The Blue Room
 Jan Garber and his Orchestra
- DECCA**
 1175—Sweet Leilani
 Blue Hawaii
 Bing Crosby
 1187—The Love Bug Will Bite You
 Listen to the Mocking Bird
 Jimmy Dorsey and his Orchestra
 1230—Doodle Doo Doo
 I Can't Give You Anything But Love
 Clyde McCoy and his Orchestra
 1234—My Little Buckaroo
 What Is Love?
 Bing Crosby
 1162—Boo Hoo
 I Adore You
 Mal Hallett and his Orchestra
- MASTER**
 MA-108—Minuet in Jazz
 Twilight in Turkey
 Raymond Scott Quintet
 MA-111—Powerhouse
 The Toy Trumpet
 Raymond Scott Quintet
 MA-117—There's a Lull in My Life
 It's Swell of You
 Duke Ellington and his Orchestra
 MA-125—Stardust
 Bugle Call Rag
 Hudson-DeLange Orchestra
- MELOTONE**
 7-06-60—Hot Lips
 Sweet Sue, Just You
 Hoosier Hot Shots
 7-05-74—I Wanna Be a Cowboy's Sweetheart
 A Cowboy Honeymoon
 Patsie Montana with the Prairie Ramblers
 7-04-03—What Will I Tell My Heart
 Boo-Hoo
 Gene Kardos and his Orchestra
 7-06-53—In the Doghouse Now
 Snowflakes
 Prairie Ramblers
 7-06-01—On a Little Dream Ranch
 I'm Hatin' This Waitin' Around
 Chick Bullock and his Levee Loungers
- VARIETY**
 VA-522—Doin' the Suzi-Q
 Mr. Ghost Goes to Town
 Five Jones Boys
 VA-535—Don't Know if I'm Comin' or Goin'
 Wake Up and Live
 Cab Calloway and his Orchestra
 VA-501—That Man Is Here Again
 Swing, Swing, Swing
 Cab Calloway and his Orchestra
- VICTOR**
 25572—It Looks Like Rain
 Toodle-00
 Guy Lombardo and his Orchestra
 25570—Nola
 Satan Takes a Holiday
 Tommy Dorsey and his Orchestra
 25577—He's a Gypsy from Poughkeepsie
 Alibi Baby
 Tommy Dorsey and the Clambake Seven
 25573—Wake Up and Live
 Sleep
 Tommy Dorsey and his Orchestra

- 25523—Song of India
 Marie
 Tommy Dorsey and his Orchestra
- VOCALION**
 3525—If I Knock the "L" Out of Kelly
 My Gal Sal
 Frank Novak and his Rootin' Tootin' Boys
 3520—They Can't Take That Away from Me
 Let's Call the Whole Thing Off
 Billie Holiday and her Orchestra
 3533—Jammin'
 That's Southern Hospitality
 Phil Harris and his Orchestra
 3508—Never in a Million Years
 There's a Lull in My Life
 Mildred Bailey and her Orchestra

Like Family Member

NASHVILLE. (RC)—"The old mare died with a rag, etc.," may be just a familiar chorus to some people but it is a painful refrain to R. C. Patterson, operator of music here. Besides his music interests, Patterson operates several plantations near Nashville. When Agnes, Pat's favorite mare, died a few weeks ago it was like losing a member of the family. While there were no canonicals and fanfare to herald the passing of Agnes, she was laid away with tenderness and genuine regret.



Here we are . . .

Through these doors pass the biggest, the most prosperous, the wisest men in their field in all of Southern California and the surrounding region. They are the operators of Wurlitzer-Simplex Phonographs and Wurlitzer Skee-Balls.

Why don't you join the procession? Make yourself known as one of the leaders. Get out of the "average" class into the more exclusive circle of those who have learned what is best—and are profiting by it. All you need to do is come in and find out what makes Wurlitzer stand out preeminently in a wide array of good machines.



The RUDOLPH WURLITZER COMPANY

California District Offices

W. E. SIMMONS, District Manager

1025 North Highland Avenue

Hollywood, California

Northwest Phono Notes

By LOUIS KARNOFSKY

Master and Variety records, two newcomers to the field, which are handled by the American Record Corp. of Calif., have found popular favor among Northwest operators. These two new brands have produced several best selling numbers that have caught public fancy in a big way.

Judging by reports of operators and phonograph jobbing houses, very few popular records have enjoyed a steadier or larger sale over a longer period of time than "Boo-Hoo." It started slowly, and gained momentum until it was the Number One hit of the country. And it has maintained a terrific pace. One well-versed local operator predicts that it will be good for a year's run—not, of course, as the big seller it was for several months, but nevertheless a steady nickel-getter.

Discland Dabblings—For a steady producer of top-notch music and for clever presentation, Shep Fields receives the Northwest's acclaim . . . "Cute" is the only word we can think of that aptly describes "The Merry-Go-Round Broke Down." This number is proving a big hit . . . Of all the record artists' presentations of "Boo-Hoo" Russ Morgan wins the vote of the Northwest operators as having put it over the best . . . The tremendous popularity of Victor's "Josephine" and Vocalion's "Take the 'L' Out of Kelly" has been nothing short of sensational in record circles here . . . Some other best selling discs of the past month or so include: "Sweet Leilani," "Turn Off the Moon," "September in the Rain," "Carelessly," "The Love Bug Will Bite You," "'Cause My Baby Says It's So," "Wake Up and Live," "Never in a Million

Years," and "Let's Call the Whole Thing Off."

Personalities in the Record Parade—Herb Huff, well-known Seattle operator, has established an office in the Seattle Transfer Building and is operating under the name of Pacific Distributors . . . Rumors continue to fly thick and fast that Johnny Kage, the Wurlitzer service man, is heading altarward. Late reports set the date for some time in June . . . Operator Dan Miller of Tacoma was seen recently buying some Bing Crosby numbers at a Seattle jobber's establishment. Dan was looking right smart and prosperous in a new summer outfit, topped off by an impressive appearing cigar in a corner of his mouth.

Our nomination for the phonograph operator with the most winning smile and sunniest disposition: Ray Pepple, step forward and take a bow. Ray is in the employ of the Hart Novelty Co. of Everett . . . And while we're nominating, here's our choice for the busiest music man in this section: B. A. Almvig, who heads the B. A. Almvig Music Store in Tacoma and also operates phonographs. He is a veritable dynamo of energy and action and gets more accomplished in one day than the average man does in three . . . A close second is R. D. Peck, also of Tacoma . . . Busy people, these Tacomans.

Public Mystery Number One on Record Row: Where did all those chocolates come from that Maybelle Ebert, the little ray of sunshine at the American Record Corp., was recently passing around to operators? . . . The talents of Cliff Carter, hard-working stock clerk at the same office, knows no bounds, it seems. To his long list of accomplishments, Cliff now adds an entirely

new type of whistling. "If you've never heard the birds sing," modest Cliff tells us, "you won't ever want to hear them after you've listened to me."

Young Dick Fields, the Wurlitized service man for Seattle and vicinity, was recently spotted turning in some scintillating plays while pastiming in the game of softball with some of the transfer men during the lunch hour. Sign him up, scouts, sign him up! . . . Who is the certain young stock clerk at one of the record houses who eats three times as large a lunch as all the other employees combined, who takes three times as long to eat it—and yet weighs less than any man in the concern?

Old Phono Use

suggested by jobber.

ST. LOUIS. (RC)—One local jobber proposes to dispose of out-moded phonographs to clubhouses, to the members of clubs consisting of four or five families, if not more, who have banded together and built themselves some sort of clubhouse along some river for a common outing place. Since this territory abounds with such clubs, an aggressive salesman ought not to have trouble in moving a goodly number of machines. Since it is difficult to place old-fashioned machines on location this idea may be a good one.

While a final revenue is realized by the operator, the club members, through acquisition of the machine, become phonograph conscious. Thus it is not unlikely that such folk may take to playing phonos on location as they happen across them in their daily life. It is then that operators at large will begin to draw added revenue from the sales of the old machines.

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PHONOGRAPH OPERATORS of AMERICA

Within a few hours of you is an Authorized RCA-Victor Distributor who understands the specialized needs of Phonograph Operators and is equipped to give you immediate record service.

Distributors of VICTOR and BLUE BIRD RECORDS

ATLANTA, GA.

Polk Musical Supply Co.
29 Pryor St., N.E.

DALLAS, TEX.

Southwestern Music Corp.
1707 Young St.

OKLAHOMA CITY, OKLA.

Hales-Mullaly, Inc.
1-7 N.E. 6th St.

BOSTON, MASS.

Eastern Co.
620 Memorial Dr., Cambridge

DENVER, COLO.

Hendrie & Bolthoff Mfg. & Sup.
Co. 1635 17th St.

PHILADELPHIA, PA.

Raymond Rosen & Co.
32nd and Walnut Sts.

CHICAGO, ILL.

RCA Victor Dist. Corp.
441 N. Lake Shore Drive

MILWAUKEE, WIS.

Taylor Electric Co.
112 North Broadway

ST. LOUIS, MO.

Interstate Supply Co.
10th and Walnut Sts.

NEWARK, N. J.

Krich-Radisco, Inc.
422 Elizabeth Ave.

WASHINGTON, D. C.

Southern Wholesalers, Inc.
1519 "L" St., N.W.
1511 Guilford St., Baltimore, Md.

CLEVELAND, O.

The Mook Elec. Sup. Co.
2905 Chester Ave.

NEW YORK, N. Y.

Bruno-New York, Inc.
460 West 34th St.



IT PAYS TO USE

VICTOR and BLUE BIRD RECORDS

Phonograph Operators of Eastern Pennsylvania and New Jersey

President—FRANK ENGEL; Vice-President—
FRANK VISCIDI; Treasurer—MORRIS MAR-
GOLIS; Secretary—MAURICE FINKEL.

By HARRY BORTNICK

One of the most important resolutions of this group's history was passed at the last meeting. The phonograph operators, tired of seeing their best locations stolen by independent, unethical members of the industry, resolved firmly to stand together and battle against this cutthroat competition which does not allow an honorable member to keep a good location with a decent profit.

Standing together and opposed to all operators in the locality who steal another's location, the members have decided to fight, actively and firmly, all location thieves. In order to capitalize more strongly upon their united strength and the weakness of the unorganized location-stealers, they will fight each independent singly.

They will listen to complaints of member operators against the independent, and then, when they have decided by a vote, which man is the most active thief, they will place themselves in battle array against him. Using their combined 2,000 machines against any single operator there is no doubt of the outcome. No operator with 100 or even 200 machines will be able to oppose their strength for long. The Association members will go to each location which the offender has and offer their machines at lower rates than the other man can profitably meet. The men have all threatened to disregard profits until the menace is ended.

Month by month they will take a different man until every operator has either joined the Association and agreed to abide by its policies, or has desisted from the obnoxious practice which now threatens all decent competition and rivalry in the phonograph industry in this area. No quarter will be given or asked, a COIN MACHINE REVIEW reporter was told.

Morris Margolis, treasurer of the group, speaking for the members, said: "We will take the strictest measures to eliminate all harmful practices from our industry. Although we do not believe that any man will insist upon combating other members of his industry who only want to help clean up the wrong moves of some 'bad boys' who refuse to play along, we will place our machines at any figure in locations held by these mistaken operators. They must learn to abandon outdated practices."

The campaign for membership progressed better during the past month than at any time since the organization of the group. Five new members, several of them from out of town, were accepted. They were: Larry Yanks, of the Ray Music Co.; Max Bushwick, Capitol Amusement; Lew Sussman, L and S Music Co.; Alex Feldman, General Amusement, Paulsboro, N. J.; Mungin and Schneider, who make up the Metropolitan Amusement Co. Applications of several others were taken under consideration.

All operators of music machines who wish to affiliate with this organization may contact Miss Pollack, Madison Hotel, Twenty-second and Walnut Streets, Philadelphia.

COLUMBIA

Gem of Them All!

Didja Know That

ALEXANDER LEDERER, after being married 20 years, still tells his wife how much he loves her? The guy thinks she is the only woman on earth, and she really is—for him. That's honest-to-goodness love when you can "Love her in December as you did in May." A hearty hand and congratulations to Mr. and Mrs. Lederer for a grand love affair.

PHIL FRANK insists that the refreshments be served first and the meeting come afterward? He may be right after all. Where else can you get such delectable sandwiches for nothing? Es gesinter hate, Phil.

JOSEPH MELLWIG always wins every battle he begins in the meetings of the organization? A regular vocal Napoleon, he has never tasted defeat on our floor. Keep up the swell suggestions.

WILLIAM R. YANKS has apparently gotten lost, gone astray or been stolen? The Association boys are wondering whether you don't like them or whether you're too busy tending machines to show up once in a while.

JERRY and HARRY ELKINS deserve lots of thanks and congratulations for the noble work they have done in bringing in members? Lots of luck, and again, thanks. May all your children be operators and members of the organization. Mazeltoff. We may even give you a leather medal for your good work.

LOUIS SUSSMAN, the new man who makes lots of noise and brings lots of laughs, will surely liven up the meetings from now on? Maybe we'll get you a job

on the stage if your humor is always so contagious.

"COMMODORE" FRANK VENCIDI, a newcomer from Paulsboro, has a yacht that is the envy of the entire coast-line. Self-appointed commodore of his fleet of one, he has promised to take all the boys for a trip sometime. He's spent plenty of gelt getting it ready, and soon everybody will be riding along under the blue with a rod in hand and a can of worms by his side. Ah, for the life of a rich man.

MORRIS MARGOLIS claims that he wants to have something more for the treasury so that he will have something to put into the group's bank account. What we would like to know is when he will realize his ambition to have a boy. He'd probably put the kid to work, though, and loaf himself—or would you, Morris?

MAURICE FINKEL raises plenty of Cain at meetings, but has done plenty of good with it all. A pretty influential sort of chap, Maurice knows what he is talking about, and manages to get his way.

FINKEL and his High Point Amusement Co. come in for congratulations? Just before our news went out for publication, Maurice called in a last-minute ad, thus becoming the first in the Association to call the REVIEW's correspondent for this service. For further information, see the Bargain Mart.

Golf is like business. The fellow who does the least gets to be the highest up and is paid the most money.

* * *

"She's my cigarette girl."

"Why do you call her that?"

"Because I just picked her up on the streets."

THESE WURLITZER-SIMPLEX FACTORY REPRESENTATIVES WILL HANDLE YOUR MUSIC REQUIREMENTS



W. E. SIMMONS
1025 North Highland Ave.
Rooms 1401-4-5
Phone GRanite 4148
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California
Nevada
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FRED FIELDS
24 West Connecticut Street
Rooms 408-409
Phone ELliott 0930
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Washington
Oregon
Idaho
Western Montana



R. Q. KRAMER
c/o Shirley-Savoy Hotel
Denver, Colo.

Eastern Montana
Wyoming
Colorado
Utah
New Mexico

VOCALION

Tops Your "Must" List!

SOLD EXCLUSIVELY TO OPERATORS

Hits On Discs

Only Records Suitable for Automatic Phonograph Use are Reviewed in These Columns
CODE TO SYMBOLS: O—ORCHESTRA; HB—HILLBILLY; V—VOCAL; N—NOVELTY; R—RACE

BRUNSWICK

KAY KYSER (O) 7891
CAUSE MY BABY SAYS IT'S
SO (FT)
THE YOU AND ME THAT USED
TO BE (FT)

Every Kyser number is a real production masterpiece. This fellow Kyser doesn't let things slip thru that are not up to snuff. This record is suitable for almost any kind of spot. There's some clever comedy on the first side. Second side is a sentimental ditty and right pretty too.

JOHNNY GREEN (N) 7892
MEDLEY OF "SHALL WE
DANCE" SELECTIONS

This is a piano specialty with Green at the ivories. Featured tunes are "They All Laughed," "Shall We Dance," "They Can't Take That Away From Me," "Let's Call The Whole Thing Off," "Beginner's Luck" and "Slap That Bass." Very good.

TEDDY WILSON (O) 7893
HOW AM I TO KNOW? (FT)
I'M COMING TO VIRGINIA (FT)

Sweet and hot is the first tune with Helen Ward committing herself very nicely on the vocals. Second is a razzily swinger. Good.

EMERY DEUTSCH (O) 7894
YOU CAN'T RUN AWAY FROM
LOVE TONIGHT (FT)
THE FIRST TIME I SAW YOU
(FT)

Relying on smooth and sweet arrangements Deutsch brings forth an aggregation of musicians that seems to be capable of only the best. This disc is up front along side of Lombardo for this particular style.

ART SHAW (O) 7895
ALL GOD'S CHILLUN GOT
RHYTHM (FT)

IT GOES TO YOUR FEET (FT)

Artie copies nobody. He's really figured out some torrid arrangements of his own. He displays a couple copies on this disc. Nice.

RED NORVO (O) 7896
REMEMBER (FT)
JIVING THE JEEP (FT)

Remember "Remember"? It was one of Irving Berlin's finest a few years back. Norvo does a mighty clean job with it. Featured xylophone is good. Coupling is a bit different but equally as good.

BLUEBIRD

BOYD SENTER (O) 6957
SMILES (FT)
NO ONE (FT)

Very good for most operators. Musicians might term this one "corny" but to us it seems just "corny" enough to click right.

RIVERSIDERS (V) 6956, 6969
FOR ME AND MY GAL
MICKEY

With this disc we welcome the return of good close barber shop harmony. The Riversiders Quartet with piano and Hawaiian Guitar accompaniment exercise their tonsils on two hits of yesteryear. Good.

OH! WHAT A PAL WAS MARY
WHO'S SORRY NOW?

While not quite so hot as the above never-the-less there is a nice pairing of numbers on this disc. Fair.

CHARLIE VARNET (O) 6967
A SAILBOAT IN THE MOON-
LIGHT (FT)

HE WALKED RIGHT IN (FT)

Straight dance tune well played on the A side. Second tune is an old time semi-comedy type of thing. "He Walked Right In, Turned Right Around, Walked Right Out Again." Great.

SHEP FIELDS (O) 6966
WITHOUT YOUR LOVE (FT)
TOODLE-OO (FT)

There've been dozen of imitations but still there is only one Shep Fields. This record is a honey. Arrangements are the very best. Vocals are tops.

DECCA

LOUIS ARMSTRONG-MILLS BROS. (V-O) 1245
DARLING NELLIE GRAY
CARRY ME BACK TO OLD
VIRGINNY

Every once in a while something really above the average gets us so excited we can work the

rest of the day. Such a disc is 1245. The combination of Armstrong, Mills Bros. and these two old standard tunes is unbeatable. Get it. It is high class for every spot.

INK SPOTS (V) 1251
LET'S CALL THE WHOLE THING
OFF
SLAP THAT BASS

Novel and interesting. Vocals are clear and distinct. This colored foursome rates your attention. They're nickel-getters.

CLIFF BRUNER (N) 5368
SO TIRED
UNDER THE SILVERY MOON

Cliff Bruner's Texas Wanderers ring the bell with this recording. "So Tired" is a beautiful number featuring a recitation by Dickie. Vocals on both are outstanding for this type of record. String Band acc.

JIMMY DORSEY (O) 1256
ALL GOD'S CHILLUN GOT
RHYTHM (FT)
MUTINY IN THE BRASS
SECTION (FT)

First tune is featured in the new Marx Bros. piz. "A Day at the Races." Nice work by Dorsey and the boys. Second is an unusual instrumental foxtrox that is really novel.

TED FIO RITO (O) 1257, 1258
TOMORROW IS ANOTHER DAY
(FT)

BLUE VENETIAN WATERS (FT)
A MESSAGE FROM THE MAN
IN THE MOON (FT)
I JUST CAN'T IMAGINE LIFE
WITHOUT YOU (FT)

First three are from the Marx picture. Muzzy Marcellino vocalizes. Swellegant dance tunes.

RUTH ETING (V) 1259
A MESSAGE FROM THE MAN
IN THE MOON
ON A LITTLE DREAM RANCH

The sweet voice of Ruth Etting is recorded beautifully on this disc. Two pianos provide the accompaniment. Very good vocals.

VOCALION

Tops Your "Must" List!

DICK ROBERTSON (O) 1260

TOODLE-OO (FT)
YOU'LL NEVER GO TO HEAVEN
(If You Break My Heart) (Waltz)

"Toodle-oo" is catching on in great fashion. It's an interesting number and well recorded by Robertson on this disc. The waltz is divine.

REGGIE CHILDS (O) 1262
NO MORE TEARS (FT)
MAYBE (FT)

Nicely done. Sweet, sophisticated and plenty swell for dancing. The smooth rhythm of the Childs combo should please the most fastidious.

AMBROSE (O) 1264
ON THE ISLE OF KITCHY MI
BOKO (FT)

I'M ALL IN (FT)

Production numbers as are all of Ambrose recordings. Vocals by Evelyn Dall are much better than the average. Very good.

PIETRO AND HIS ACCORDION (N) 1276-77-78

CIRIBIRIBIN—O SOLE MIO
LA SPAGNOLA—CIELITO LINDO
SHARPSHOOTER'S MARCH
PIETRO'S RETURN
DORA
ELVIRA

One of the country's best-known accordion players turns in three discs that should be in the library of every music operator. You can use these records over and over again in the same spots. Genuinely different and very good. First pair is a waltz medley, second coupling comprises marches and third record has a mazurka on one side and a waltz on the other. Highly recommended.

STUFF SMITH (O) 1279
TWILIGHT IN TURKEY (FT)
ONYX CLUB SPREE (FT)

This is a "spree" in any country. It's probably the hottest assortment of notes ever inscribed in wax. Colorful to say the least. By all means this one should click, and re-click. It's got what it takes!

LENNIE HAYTON (O) 1267-68
I KNOW NOW (FT)
YOU CAN'T RUN AWAY FROM
LOVE (FT)
NIGHT OVER SHANGHAI (FT)

74

A Positive Guarantee of Perfection and
Profitable Performance!



We Are Now Making Our Own Point Material for

PERMO-POINT

The Only Long-Life Phonograph Needle

In our own modern metallurgical laboratory, we definitely control the consistency of the precious metals used in the manufacture of our point material . . . another reason why Permo Point needles, with the Patented Elliptical Point, guarantee the finest and most economical performance to all music operators!

Used as standard equipment by all phonograph manufacturers . . .
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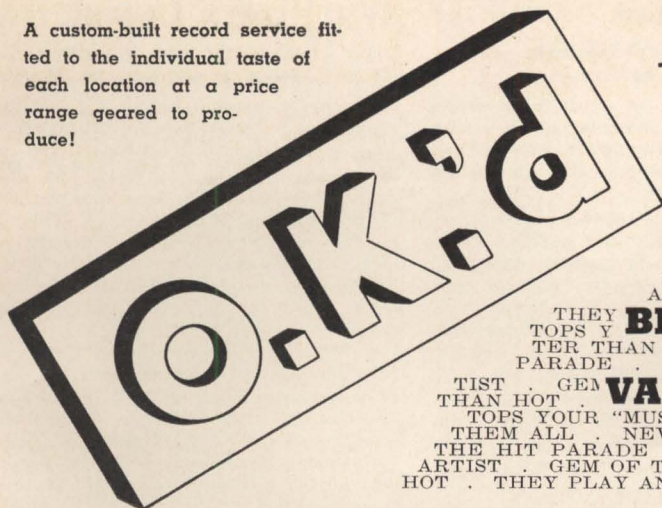


CHICAGO, ILL.

BRUNSWICK

Every Artist an ARTIST!

A custom-built record service fitted to the individual taste of each location at a price range geared to produce!



—by all the music operators who are “in the KNOW”

OF THE HIT PARADE . . . TOPS YOUR “MUST”
 EVERY ARTIST AN ARTIST . . . GEM OF THEM
 NEWER THAN NEW . . . HOTTER THAN HOT
 GE . . . **MELOTONE** . . . **MASTER** . . .
 THA . . . OF
 PARADE . . . TOPS YOUR “MUST” LIST . . . EVERY AR
 ARTIST . . . GEM OF THEM ALL . . . NEWER THAN NEW
 THEY . . . **BRUNSWICK** . . . **VOCALION** . . .
 TOPS Y . . . EVER
 TER THAN HOT . . . THEY PLAY AND PAY . . . ACE OF THE HIT
 PARADE . . . TOPS YOUR “MUST” LIST . . . EVERY ARTIST AN AR
 TIST . . . GEM . . . **VARIETY** . . . NEWER TE . . . **COLUMBIA** . . . HOTTER
 THAN HOT . . . Y . . . ACE
 TOPS YOUR “MUST” LIST . . . EVERY ARTIST AN ARTIST . . . GEM OF
 THEM ALL . . . NEWER THAN NEW . . . HOTTER THAN HOT . . . ACE OF
 THE HIT PARADE . . . TOPS YOUR “MUST” LIST . . . EVERY ARTIST AN
 ARTIST . . . GEM OF THEM ALL . . . NEWER THAN NEW . . . HOTTER THAN
 HOT . . . THEY PLAY AND PAY . . . ACE OF THE HIT PARADE . . . TOPS YOUR

AMERICAN RECORD CORPORATION of California

1206 Maple Avenue
LOS ANGELES

355 Ninth Street
SAN FRANCISCO

24 West Connecticut
SEATTLE

**THE LADY WHO COULDN'T
BE KISSED (FT)**
 A topnotch band featuring four tunes from the new Warner film musical “The Singing Marine.” Paul Barry’s vocals are particularly outstanding.

MASTER

**CAPPY BARRA’S HARMONICA SWING
ENSEMBLE (N) 122**

**SOLITUDE
CASA LOMA STOMP**

As a novelty instrumental number this ‘un is made-to-order for ops. Cappy’s boys work nicely together. There’s vocal work on the A side. Try this one. The uniqueness of it will put it over surely.

DUKE ELLINGTON (O) 124
**YOU CAN’T RUN AWAY FROM
LOVE TONIGHT (FT)**
**THE LADY WHO COULDN’T
BE KISSED (FT)**

The great Duke doesn’t seem to hit his stride on this disc. We’ve heard better ones from his music factory.

HUDSON-DeLANGE (O) 125
STAR DUST (FT)
BUGLE CALL RAG (FT)

There will be a few, not many, that will like this arrangement of “Star Dust.” The second side gets a bit better consideration.

RUDOLF FRIML, JR. (O) 128
**SERENADE IN THE NIGHT
(Tango)**
**THE SWEETHEART WALTZ
(Waltz)**

Here is the first tango arrangement of “Serenade.” As good as the rest, too! Waltz is only fair.

MELOTONE

HOOSIER HOT SHOTS (N) 70660
HOT LIPS
SWEET SUE—JUST YOU

Novelty hot dance with singing. Clever arrangements along the usual line featured by this combo. Close harmony on “Sue.”

RUDY VALLEE (O) 70611
TURN OFF THE MOON (FT)
THAT’S SOUTHERN HOSPITALITY (FT)

Fine foxtrots featuring the vocal work of Vallee. “Southern Hospitality” has that certain something that gets under your skin.

CHUCK WAGON GANG (HB) 70673
WONDER VALLEY
**CARRY ME BACK TO THE
MOUNTAINS**

Close harmony old time singing that is bound to “click.” Guitar acc. If you have spots that go for old time hillbilly stuff don’t deny them this one. It’ll certainly pay for its place in your machines.

HENRY DANKERS (O) 70614
**FORMAL NIGHT IN HARLEM
(FT)**
**ALL GOD’S CHILLUN GOT
RHYTHM (FT)**

Dankers on the first side and Dick McDonough and Carl Kress Ork on B. Okey-Dokey danceables.

BOB POPE (O) 70616

BLUE SKIES (FT)
**THE FIRST TIME I SAW YOU
(FT)**

First is Irving Berlin’s never-to-be-forgotten number of a short time back. Pope and his band, although only an average outfit, do fairly well with both of these ditties.

VICTOR

JACK & LORETTA CLEMENS (V) 25574
**THE LADY IS A TRAMP
WAY OUT WEST**

Two numbers from “Babes in Arms,” the current New York stage rave. Guitar and piano acc. Good.

TOMMY DORSEY (O) 25581
**CAN’T YOU HEAR THAT
MOUNTAIN MUSIC (FT)**
GOOD MORNIN’ (FT)

“Mountain Music,” a new Paramount flicker is responsible for both of these ditties and Dorsey plus Edythe Wright & Co. swing ‘em out in hot dance style.

KAY THOMPSON (V) 25582
IT HAD TO BE YOU (FT)
EXACTLY LIKE YOU (FT)

Wild and hot. Boy, oh boy, when Kay and her Rhythm Singers let loose all hell couldn’t stop them. Great stuff. Just try this disc.

EDDY DUCHIN (O) 25583
**YOU’RE LOOKING FOR ROMANCE
(FT)**
**MOONLIGHT ON THE HIGHWAY
(FT)**

Two definitely danceable tunes in the usual suave manner of Duchin. Lew Sherwood’s engaging vocals and Duchin’s pianistics are featured. Very good.

RICHARD HIMBER (O) 25584
BLUE VENETIAN WATERS (Waltz)
CUBAN PETE (Rumba FT)

Himber is a pastmaster at interpreting the more languid dance tempo. This waltz is a beautiful new melody. Second side has a more cosmopolitan flavor in a slightly different vein.

VARIETY

BOB WHITE (O) 548
SWEET LEILANI (FT)
I’M BUBBLING OVER (FT)

Probably a little late in the parade of these two popular numbers but never-the-less worthy of attention. Swell orchestrations and vocals.

LARRY LEE (O) 551
SERENADE IN THE NIGHT (FT)
YEARNING FOR LOVE (FT)

Here is a band that will make a place for itself in the firmament of public favor during the coming year. The lad, and his boys, are doing a magnificent job at a Los Angeles night spot. The fine detail of all his work can’t help but elicit compliments from the most fastidious. Just listen to this disc. You’ll think of dozens of spots you can use it in.

BEN POLLACK (O) 556
PECKIN’ (FT)

IN A SENTIMENTAL MOOD (FT)
 Rarin’ hot amply describes “Peckin’.” It’s a novelty torrid foxtrot to end ‘em all. B side slows down.

JACK PETTIS (O) 558
HAWAIIAN HEAT WAVE (FT)
SWING SESSION IN SIBERIA (FT)

Heat Waves in Hawaii and Siberia. Instrumentals. Novelty breaks galore. Good.

GEORGE HALL (O) 559
**A MESSAGE FROM THE MAN IN
THE MOON (FT)**
**TOMORROW IS ANOTHER DAY
(FT)**

Sweet and smooth. Both from Marx Bros. pix. “Day at the Races.”

ANDY SANNELLA (O) 561
**YAACA HULA HICKEY DULA
(FT)**
TEA FOR TWO (FT)

DECCA

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DECCA

Each month sees the name DECCA grow bigger in favor with leading music operators and the public.

The DECCA ALL-STAR Catalogue, headed by Bing Crosby, tells the reason. Are **you** wise to this popularity? Are **you** cashing in on DECCA ALL-STAR names?

Distributing Corp.

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SAN FRANCISCO LOS ANGELES

BRUNSWICK
Every Artist an ARTIST!



VICTOR and BLUE BIRD HAVE THEM!

Be Sure to Get These Releases

TOMMY DORSEY

Victor 25570—**NOLA**
Satan Takes a Holiday
Victor 25581—**MOUNTAIN MUSIC**
GOOD MORNIN'

TEDDY HILL

Blue Bird 6897—**LOVE BUG WILL BITE YOU**
WOULD YOU LIKE TO BUY A DREAM

Blue Bird 6943—**TWILIGHT IN TURKEY**
STUDY IN BROWN



LEO J. MEYBERG CO.

LOS ANGELES 2027 South Figueroa
SAN FRANCISCO 70 Tenth Street

Lively foxtrot with a Hawaiian atmosphere. B'il Carey, who used to take all the jazz choruses with Ted Fio Rito, handles the vocals very well. Second side is the familiar number from "No, No, Nanette." A good operator disc.

BOB WHITE (O) 562

YOU'RE LOOKING FOR ROMANCE (FT)

SWEET HEARTACHE (FT)

Beautiful. Slow and dreamy and made-to-measure for dancing. Arrangements are really noteworthy.

MIDGE WILLIAMS (O) 566

LET'S BEGIN AGAIN (Slow FT)

I'M GETTIN' SENTIMENTAL

OVER YOU (FT)

Midge Williams and her Jazz Jesters turn in two exceptionally fine dance numbers with vocals on 566. Her voice records perfectly. Recommended.

VOCALION

RANGE RIDERS (HB) 3548

FIVE FEET TWO, EYES OF BLUE
IT DON'T MEAN A THING

Hot numbers that pop up every time good fellows, and gals, get together for a session. Well done. String Band acc.

RED JESSUP (O) 3554

TOODLE-OO (FT)

MOUNTAIN MUSIC (FT)

The A tune on this disc is bounding right up into number 1 place in the public's fancy. Cash in on its popularity. Coupling makes it a good buy for it offers a swell bit of music with a mess of cornet ala Busse.

EDDIE STONE (O) 3555

SATAN TAKES A HOLIDAY (FT)

A STUDY IN BROWN (FT)

Instrumental foxtrots with all instruments accounted for. Fair.

FRANK NOVAK (N) 3557

HERE'S TO GOOD OLD WHISKEY

SHOW ME THE WAY TO GO

HOME

Here's the answer to your problems. This record is A-1 for taverns, bars, etc. Frank Novak and his Rootin' Tootin' Boys account for two good group singing numbers on this disc. They're bound to go in liquor spots.

BRUNSWICK
Every Artist an ARTIST!

Records Broken

for writing phonograph contracts, belief.

HOLLYWOOD.—Careful investigation has been made and it can be reported with safety that Harry Fletcher has broken all records for any one individual in writing phonograph contracts.

Fletcher represents the contract and delivery department for the Rudolph Wurlitzer Co.'s Hollywood District office, and he has written, personally, approximately 5000 contracts on Wurlitzer-Simplex instruments for Southern California operators during the past ten months, in addition to some 400 Skee-Ball contracts.

He says: "In all my many years of experience in writing conditional sales contracts I have never come in contact with a finer bunch of men than those representing the coin machine industry. It's a pleasure to meet them and their excellent cooperation with my department is highly appreciated."

Fixture

NASHVILLE. (RC)—Dave Edmonds, colored repair man known familiarly as "Old Dave," is a fixture in the coin machine trade here. Dave says that he is the oldest service man in the city.

NEW YORK HIGH SCHOOLS

will teach jazz next Fall! At least Dr. G. H. Gartlan, director of music for the Board of Education, has announced a plan for giving lectures on the subject, much like those conducted by Duke Ellington for Percy Grainger several years ago at New York University's school of music. To aid in this plan Irving Mills, managing director of Master Records, Inc., has offered to supply class rooms with a representative series of phonograph recordings to accompany the discourse. It is said that the idea was originally suggested by Bandman Richard Himber.

Wurlitzers Upped;

rise became effective
June 1.

NORTH TONAWANDA, N. Y.—Effective June 1, the price of Wurlitzer-Simplex phonographs was increased \$20 per instrument, according to recent announcement by Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co. "This increase," explained Capehart, "was delayed as long as possible in the face of constantly increasing costs, and when made, was held to a figure which simply covered those costs."

Capehart also announced that Wurlitzer's May phonograph shipments exceeded those of any month in the history of the firm. "Further," he stated, "despite those record-smashing shipments, the Rudolph Wurlitzer Co. finished the month with the biggest back-log of orders the company has ever faced."

"The conclusion is obvious," he declared. "The popularity of and the demand for Wurlitzer-Simplex automatic phonographs, far greater today than ever before, is still increasing."

NOVEL RECORDING

methods were employed in discing Bluebird record No. 6897, released last week, in which Harriet Hilliard sings "A Penthouse on Third Avenue" with Ozzie Nelson's orchestra. Nelson, in New York, made a master which was sent to Hollywood where Miss Hilliard is working in an RKO picture. She dropped over to the RCA studios one night and after about twenty-five waxes, listening through a pair of headphones to the original, she made her vocal addition to the record and did it so well that none but a musician or someone who has read about it could tell the difference! And an RKO publicity man (apparently) who was on his toes gave it to the newspapers with all the credit to his studios. Such is life.

KENOSHA,

Wisconsin, has licensed five-ball novelty tables with prohibitions against using them as gambling devices, permitting play of anyone over 18.

Announcing

THE OPENING OF A LOS ANGELES OFFICE FOR

GABEL
SALES and SERVICE

Complete Display of Our New 1937
12-, 18- and 24-Record Models

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BOB LLOYD, Coast Representative

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Century 25251

LOS ANGELES, CALIFORNIA

2211 SAN ANTONIO AVENUE

Alameda 7316

ALAMEDA, CALIFORNIA

CLEVELAND



No Junk Pile

for machines when Schliegel's around.

CLEVELAND. (RC)—Max "Prosit" Schliegel has been gathering together a number of the older machines in town. Remember the old Four-Ways, with the large globes which would vend four different kinds of merchandise? And do you remember the old machines of many other types?

Operators have shied away from them for some time, in favor of the newer ones, but Max has been gathering them together. He was a mechanic before becoming an operator, and knows all about mechanical devices. He's been fixing up all these old machines, making them as good as new. A coat of paint, a lot of sandpapering, a final coat of varnish—and the job is done.

And that's why his machines are appearing in spots which have never had them before. Max is picking these older machines up every day for a song. He is placing them right and left, and everything they take in is pure gravy. And if you see Prosit any time now, you'll find that he's always singing. There doesn't seem to be an op around the Forest City who has better reason to sing, either!

Trailer Calls Honeymooners

CLEVELAND. (RC)—Not long ago we were telling of young Will Herman, one of the country's younger experts on all kinds of writing. Seems that he acquired an interest in a coin machine route here, and was doing right well with it, too. That wasn't the only thing he acquired, for there is now a wife also, and the route is being cared for by her brother. What's he doing? At the present writing, he is somewhere in the United States, travelling by trailer, on an extended honeymoon. Will refused to say before leaving, but he hinted darkly that a good part of the trailer was paid for by pennies and nickels that "came in."

Op Rents

idle machines.

CLEVELAND. (RC)—Izz Schmall, he of the bushy hair and big smile, never lets a machine remain idle. He has an interesting way of putting machines to work for in-between times. Every time any organization is going to have an affair, a benefit dance, a picnic, a ball or what have you, he drops them a note. He reminds them that they're interested in making money, and that he can help them out. He offers to rent them one of his machines. Sometimes he sends them out on a flat rental base, but usually on a commission.

It works beautifully. For instance, he had one nickle Bell machine which worked every Sunday for him during all of last summer. It was at a different location each Sunday, but always at some picnic. There were more than enough picnics and since he didn't have to pay the highest percentages, he found that the money in the cash box at the end of the day netted him a great deal. In a single day he would find as much money as might be in a different spot in three or four. Now he sends out other machines, as well, on temporary location.

What's more, he recommends the method to all who care to try it, seeing that he hasn't begun to cover the total number of possible places available.

To Hold Spots

—offer a trade!

CLEVELAND. (RC)—Bill Waters, the man behind a large number of the local pin games is telling a new story these days. He had a couple of machines in the largest or nearly-the-largest drug store in town. They were little gold mines, and the manager became rather envious. He wanted to buy the machines, was willing to pay practically any price, couldn't understand why Waters wouldn't sell them.

Waters argued with the proprietor-manager until he was out of breath, but there was no convincing the good man. And then Bill got a bright idea: "Tell you what," he declared, "I'll trade you. I'll give you a half interest in the machines. Satisfactory?"

It certainly was, but the manager wanted to know what Bill wanted in exchange. "Nothing much," was the reply. "I'll leave it up to you! I only want a tenth interest, in exchange for the half. I'll take it either out of your drug counter or your soda fountain!"

It worked, the location is still on Bill's list, even if he does change the machines every couple of weeks, to put in the newest and the latest. The manager had to see the light, when Bill took that angle—they're pals now.

Five Pennies

make a nickel.

CLEVELAND. (RC)—Five pennies make a nickle, says Art Stone, and pennies are still money in this country. He's one of those operators you meet from time to time, who are seldom heard from. He works only part time on his route, and is a salesman the rest of the time.

He runs nothing but pin games, and then only the penny variety. Art insists that if he were giving full time to the job, he would never touch a thing but the legitimate article. As it is, however, with part time only, he finds the penny games with prizes are real money makers. They don't

Payouts Cut Down

without loss to ops.

CLEVELAND. (RC)—With the recent trouble in legalizing all coin-operated machines, a number of local operators have been experimenting with a new way of cutting down on the payouts, and aiming toward eliminating them altogether. It takes a lot of time and a lot of work, to say nothing of cooperation, but the final results should be well worth the trouble.

A number of operators go out together, end up at one of the locations where one or another of them has machines. They start to play the machine, pay no attention to the payout, bet on the outcome. It doesn't take long before the audience that gathers catches on. They start betting, too, and the payout comes in for only a minimum of attention.

In a short time the audience gets into the habit of betting on the games. This gives the machine an automatically wider appeal, because it makes it possible for the spectators to have a stake in the play. It takes several visits (all of which the location owner appreciates) and a lot of side talk and ad libbing—but the final result is 100 percent value. The bolder ops (the young and daring ones usually) have started removing the payout headaches, or cutting out the pay chamber. And there have been no earthquakes. The audiences are betting. Money is turning over right and left and there haven't been nearly as many complaints as were anticipated.

It looks as if this is a step in the right direction towards solving a really bad problem.

Street Cars

win out over automobiles.

CLEVELAND. (RC)—George Markey had a bad auto accident quite a few years ago and has refused to drive a machine since. When he invaded the bulk-vending field, operators were sure he'd break down and get a car. But he would not do it, claiming he'd take care of them by street car or not at all.

Carfare took a lot of his money, and a lot of his time went to pot, but he kept at it. Then, about a half-dozen years ago, the Cleveland Railway Co. inaugurated a system of passes. Passes you may recall, cost only \$1.25 in Cleveland and entitle the holder to travel any distance and any number of times in the course of a week. Which solved the problem of carfare. The problem of time was also solved in a nice way. George was always a bookworm-y chap and found that he could get a lot of reading done on the street-cars, a thing that you can't do so well while waiting for a red light.

So the figure of George with a machine under each arm is a familiar one on Cleveland street cars, and he hasn't bought his car yet. At a matter of fact, he probably never will, since he claims that a lot of extra money is in his pocket each week, by virtue of riding the car company's outfits instead of his own.

bother any of the other operators because the penny machines are never put into spots that could take a larger one.

He tells a friend whenever he gets hold of a large spot. He works the penny games with prizes for high scores, and finds they really pay. There isn't much competition in this angle of the business and business is always good.

The number one song-hit of America becomes
the NUMBER ONE HIT GAME of the coin-machine world

RACING SPEED WITH TRUE RACE TRACK BUMPER ACTION
COMPETITIVE PLAY FEATURES X-RAY LIGHT UP EFFECTS
HIGH-SCORE PLAY MECHANICAL PERFECTION GUARANTEED

Boo-Hoo

5-Ball Novelty Bumper Game

WIN THE RACE TO BIGGER PROFITS

There's a field of thoroughbreds prancing at the post—insert a nickel and THEY'RE OFF! The players cheer lustily as the horses circle the X-RAY light-up track on the flashing backboard with dizzy speed. Every time a ball contacts a bumper they advance until . . . hold your hats—THEY'RE NEAR THE FINISH LINE!

Now, thrill with the crowd as those horses surge forward—one nosing out another. Hold your breath—No. 1 is winner—no, No. 2—wait! No. 3 is it. . . . Every succeeding bump changes the winning horse after they come into the finish line. The player must get a ball in the hole at the bottom of the playing field that corresponds in number to the lit-up winning horse at the finish line. Win the lit-up odds on the infinite. Odds are as high as 40-1, and change with the insertion of every nickel! Mystery odds—changing channel gives the player a skill-target to play for. Operator controls frequency with which the high odds come up!

BOO-HOO swings with action—throbs with real turf thrill

GET BUSY—GET YOUR ORDER IN NOW



44 IN. BY 22 IN.

PRICE
\$72.50
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Daval Manufacturing Company
 200 South Peoria Street
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HIT 'N RUN



BUMPER *Baseball* PAYTABLE

Available in Either
1 or 5 Ball Play
Check Separator or
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FLASH! Daval takes a mighty swat at the ball and creates a new profit-record hit! OPERATORS EVERYWHERE CAN HARDLY BELIEVE THEIR OWN EYES when they see HIT 'N RUN doubling, tripling and quadrupling their take! It supplies the thrilling excitement that only a BASEBALL PAYTABLE can give!

From the moment the beautiful backboard lights up the animated "WIND-UP" to the last "single" scored, Daval's HIT 'N RUN is one constant thrill of snappy HIT-BY-HIT ACTION!

Players quiver with suspense as run after run comes in . . . every-time a ball touches a blue bumper it's a single . . . and when it hits a white one it's a run . . . and those two extra "skill shot" channels make anywhere from a 2 bagger to 2 complete runs with one ball! The lower channel not only provides an extra base, but returns the ball for a free play. BOY, WHAT ACTION!

BONUS

You don't know what "excitement" really is 'till you've watched the player's reaction to the BONUS light-up which gives him the top 40-1 payout on any winning score!

Give 'em what they want — payable baseball — HIT 'N RUN — and reap the biggest payable profits you've ever seen!

GET BUSY

RUSH YOUR ORDER NOW!

PRECISION-BUILT
by
DAVAL
guaranteed
MECHANICAL
PERFECTION



SIZE: 23" X 50"
BACKBOARD-25" HIGH

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PRICE
\$149.50
TAX PD. F.O.B. CHI.
NO EXTRA CHARGE FOR
CHECK SEPARATOR
ticket model
\$10.00 extra

Daval Manufacturing Company

200 South Peoria Street

Chicago, Illinois

RATE: 5c PER WORD
MINIMUM \$1.00

Bargain Mart

NO GENERAL DELIV-
ERY ADS ACCEPTED

COIN COUNTERS

Penny and nickel aluminum tube coin counters. Stacks, counts, makes wrapping easy. Fits pocket. 1c or 5c size \$1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

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Manufacturer sells to dealers Roller Bearing Clips. Reasonable. H. Julius, 1758 62nd St., Brooklyn, N. Y. SS-PJ

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We furnish all types of tokens or checks for pin games or payout tables, slot machines, etc. Mailing list compiled. Coin counters, name plates. Write for circular and samples. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

MAILING LISTS

Mailing list newly compiled of buying operators and jobbers from coast-to-coast, or by states if desired. 2,500 names \$5.00, 5,000 names \$9.00, 7,500 names \$12.00. We guarantee our lists to be up-to-date and accurate because of regular mailings. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

FOR SALE

Cheap. Bally one-ball pay tables, slot machines, Paces Races, Snack Vendors, and other machines. Write for prices. Charles Pittie, New Bedford, Mass. SS-P

COIN COUNTERS

Do you count pennies and nickels? "Presto" Coin Counter counts and stacks 100 pennies in 15 seconds, also stacks nickels. Fits the pocket. Handy, rapid and exact. Money refunded if not satisfied. Price \$1.50 each, postpaid. Supreme Products Company, 333 N. Michigan Ave., Chicago, Ill. SS-C

WE WILL BUY

We buy anything if the price is right and pay spot cash. One ball pay tables, Paces Races, Cigarette Machines, phonographs, slot machines, or anything else. Charles Pittie, New Bedford, Mass. SS-P

FOR SALE

10 Streamlined Exhibit Merchantmen—5 Series 5800, 5 Series 6100. Guaranteed in excellent condition. \$80.00 each, f.o.b. Los Angeles. COIN MACHINE REVIEW, Box 235. (J-P)

FOR SALE

7 Exhibit Supply Co. Model G Claws in excellent condition. Chrome interior. \$15.00 each, f.o.b. Los Angeles. COIN MACHINE REVIEW, Box 235. (J-P)

FOR SALE

90 perfect Jennings Bulls Eye slots, 1c and 5c play, \$5.00 each; 15 Mills Belly Fronts, absolutely perfect, 1c and 5c play, \$5.00 each; 20 Pace, Watling and Jennings, 1c and 5c play, \$4.00 each; 15 new model G Jennings Esc., used 15 days, cost \$106.50 each, 5c play, \$15.00 each; 10 Victoria Jennings, 5c play, used 60 days, like new, \$12.50 each; 150 slot machine stands, heavy duty folding type, \$1.50 each. Cash or what have you to trade. E. E. Peterson, 2309 Bancroft St., San Diego, Calif. (J-C)

WANTED TO BUY

Used models of Turf Champ, Preakness, Carom, Fairgrounds, Penny Pack. Ticket models preferred. Quote lowest price on them and on your other used equipment. Besser Novelty Company, St. Louis, Mo. (J-P)

FOR SALE

18 Seeburg Selectaphones, 1936. Perfect condition. Price \$50 each—one or all. High-Point Amusement Company, 9 South Twentieth, Philadelphia, Pennsylvania. (J-C)

FOR SALE

Limited quantity Bally Preakness, like new, \$67.50. Mills Futurity Nickel and Dime Bells, over 380,000 serials, perfect, \$60.00. Mountain States Novelty Co., 614 West Mountain Avenue, Fort Collins, Colo. (J-P)

SLUG CARDS

Stop your slug troubles. Tried, tested, and used by hundreds of operators throughout the United States. Attractively printed on serviceable and long wearing cardboard. 20c per dozen. 10c for postage and wrapping on any order regardless of size. REVIEW, 1113 Venice Blvd., Los Angeles.

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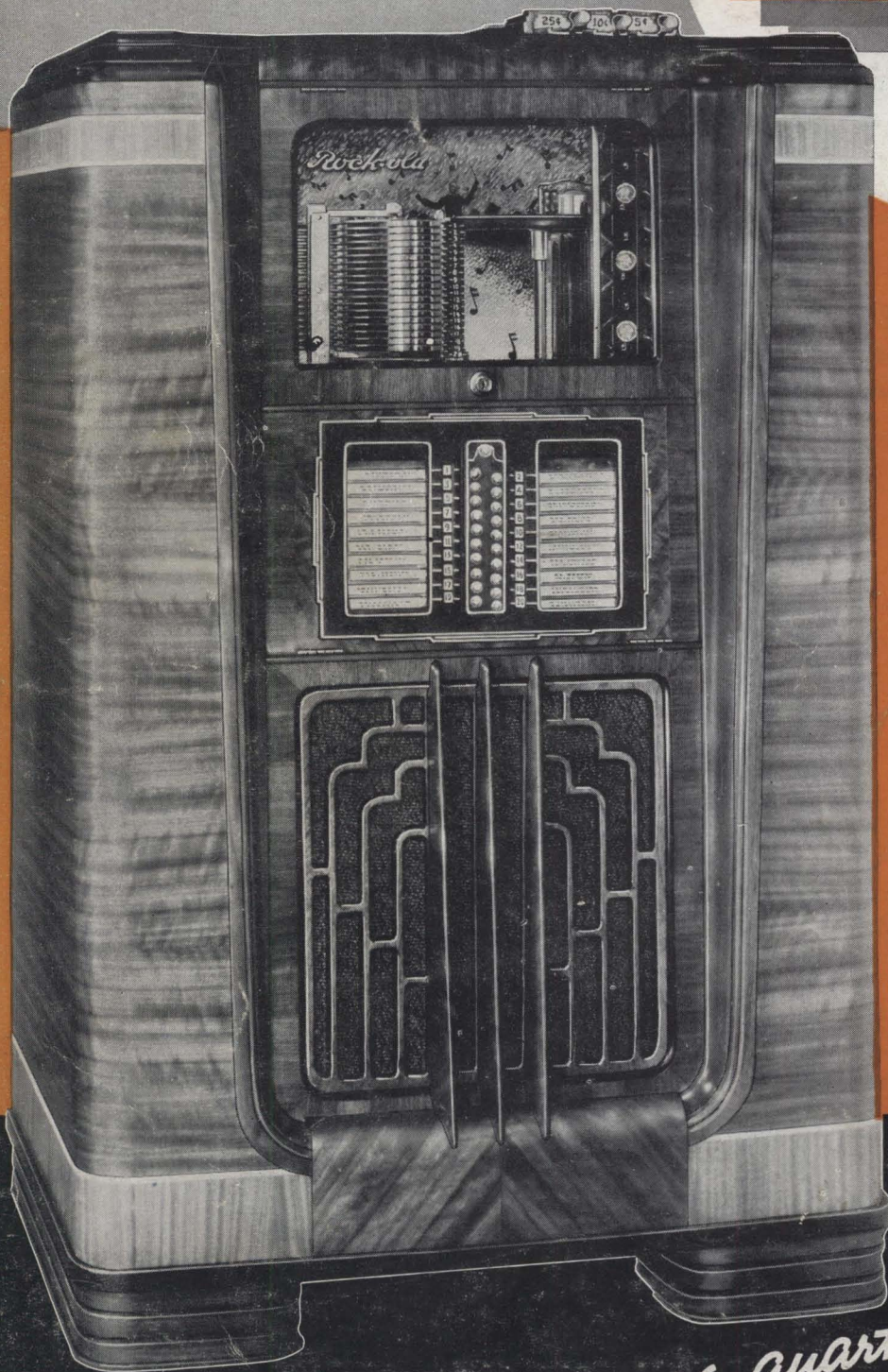
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